C5165-1

AMERICAN RADIO

FALL 1981 REPORT

Compiled and edited by:

JAMES H. DUNCAN, JR.
DUNCAN MEDIA ENTERPRISES, INC
BOX 2966
(2913 BRANDYWINE DR.)
KALAMAZOO, MI 49003

February 1982

Volume VI, Number 2

INTRODUCTION

With this the 12th edition of American Radio I am announcing the birth of a new company, DUNCAN MEDIA ENTERPRISES, INC. I haveresigned from my position as VP/Media of Gilmore Advertising and I have hung out my own shingle. I will be able to devote full time to American Radio and that will make it an even better product. I expect to issue other publications concerning radio during the coming year. I will also be a consultant to an ad agency and to several corporations concerning broadcast media.

I am very excited about my new company and I thank you for helping to make it possible. Your support of my work is sincerely appreciated. Please feel free to call with comments or suggestions at any time. My new address is:

JAMES H. DUNCAN, JR.
DUNCAN MEDIA ENTERPRISES, INC
PO BOX 2966
(2913 BRANDYWINE DR)
KALAMAZOO, MI 49003 (616) 342-1356

I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you is part of the subscription price. Also I always enjoy talking about American Radio.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1982) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR PERMISSION OF ARBITRON.

MEDIASTAT DATA MAY NOT BE USED WITHOUT THEIR PERMISSION.

BIRCH DATA MAY NOT BE USED WITHOUT THEIR PERMISSION.

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron or Mediastat subscriber if any of their data is involved. Secondly, I must be notified. I always give permission but I like to make certain that my work is being properly quoted. The phrase "American Radio by James Duncan, Jr" must always be cited.

Copyright © 1982 by James Duncan,Jr

This book may not be reproduced in whole or part, by mimeograph or any other means, without permission.

Short passages may be quoted.

PRINTED IN THE UNITED STATES OF AMERICA

Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published market reports are included if they were received by February 15, 1982.

Work on this edition was completed on March 4,1982. Mailing will begin on March 8, 1982. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

1WCFU

HIGHLIGHTS AND COMMENTS

FCC FINANCIAL DATA

This issue of American Radio does include the "new" FCC financial data from 1980. This data was not released until February - later than ever before. Supposedly there were some mistakes in the original FCC release. I believe that I have caught their corrections.

LEADING STATIONS

WOR has regained the position as the highest ranked station (1/4 HR AVG) in the nation. Stations in the top 100 making large gains include: WRKS-F, WYNY-F, KLOS-F, WJIT, WMMR-F, KSTP-F, WCAU-F, WSOC-F, WRAL-F, XTRA, WXKS-F, WBCN-F, WRHC, WKHK-F, WXYZ, WLS-F, KZLA-F, KMEL-F, WUSL-F.

OTHER LEADERS:

Teens - WPLJ-F
18-34 - WBLS-F
18-49 - WBLS-F
25-54 - WBLS-F
35-64 - WINS

AMD - WINS
TSA CUME - WNBC
CUME Rating - WJBC
Metro Share - WJBC
FM Metro Share - WQSM-F

LEADERS BY FORMAT:

ROCK/TOP 40/CONTEMP - WNBC
AC/SOFT ROCK/OLDIES - WYNY-F
AOR - WPLJ-F
NEWS/TALK - WOR
MOR - WGN
BIG BAND/NOST - WNEW

BTFL MUSIC - WRFM
COUNTRY - WMAQ
BLACK/URBAN - WKTU-F
SPANISH - WJIT
RELIGION - WWDJ
CLASSICAL - WQXR-F+

LARGEST SHARE GAINS:	WMYU-F	Knoxville	+11.7
	WJXQ-F	Lansing	+11.2
	KDKS-F	Shreveport	+11.1
	KLAQ-F	El Paso	+10.5
	WZZK-F	Birmingham	+10.0
LARGEST SHARE LOSSES:	WDEF	Chattanooga	-8.3
	WAMX-F	Huntington	-8.6
	WVLK-F	Lexington	-6.9
	KRIO	McAllen	-7.0

WEIRD SRDS LISTINGS

Last issue I promised I would call attention to those stations which I noticed had questionable listings in SRDS. Below are some of these listings:

		SRDS Description	Broadcasting Yearbook Description
KRST-F	Albuquerque	HAAT 5000 feet	HAAT 4110 feet
WYNY-F	New York	50 KW	7.2 KW
WDAS-F	Philadelphia	50 KW	3.3 KW
WBLS-F	New York	50 KW	5.4 KW
WNAP-F	Indianapolis	50 KW	13 KW
WNCE-F	Lancaster	50 KW	5.5 KW
WPXY-F	New York	HAAT 653 feet	HAAT 400 feet

WYYD-F Pittsburgh - lists HAAT above sea sea level

INDEX

I. SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A5 America's 500 Most-Listened-to Stations
A6 Leading Stations - Teens/18-34
A7 Leading Stations - 18-49/25-54
A8 Leading Stations - 35-64/12+ TSA AMD
A9-A10 Leading Stations - 12+ TSA CUME
A11 Leading Stations - Metro Cume Rating
A12-A15 America's Leading Stations By Format
A16 Leading Stations - Metro Share
A17 National FM Shares
A18 ADI FM Shares
A19 Markets with Highest and Lowest APR's/Highest and Lowest Percentage of FM Listenership
A20 Station Formats and Format Listenership
A21-A22 Best and Worst Markets for Various Formats
A23-A42 Group Rankings and Listings
A43-A57 Individual Station Audience Breakdowns
A58-A60 Radio Market Cost-Per-Thousands
A61 Radio Reps and Their Leading Stations
A62 Music Syndicators and Consultants
A63 Station Trading
A64-A66 Metro Share Leaders and Major Changes

II. SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order

Akron
Albany-Schen-Troy
Albuquerque
Allen-Beth-Easton
Anaheim
Anchorage
Apple-Osh
Atlanta
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Birmingham
Bloomington
Boston
Bridgeport
Buffalo
Canton
Charleston,SC
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colo Springs
Columbia,SC
Columbus,OH
Corpus Christi
Dallas-FW
Daven-RI-Moline
Dayton
Daytona Beach
Denver
Des Moines
Detroit
El Paso
Eugene-Spr
Flint
Ft. Lauderdale
Ft. Wayne
Fresno
Grand Rapids
Greensboro-WS
Greenv-Spart
Harrisburg
Hartford
Honolulu
Houston
Huntington
Indianapolis
Jacksonville
JC-Kings-Bristol
Kalamazoo
Kansas City
Knoxville
Lancaster
Lansing
Las Vegas
Lexington
Little Rock
Los Angeles
Louisville
Lubbock
Madison
McAllen-Brown
Memphis
Miami
Milwaukee
Min-SP
Mobile
Modesto
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
NE PA
Oklahoma City
Omaha
Orlando
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland,OR
Providence
Raleigh
Reading
Richmond
Riverside-SB-Ont
Rochester
Sacramento
St. Louis
Salinas-Sea
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle
Shreveport
Spokane
Springfield,MA
Stockton
Syracuse
Tampa-SP
Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wichita
Wilmington,DE
Worcester
York
Youngstown
Roanoke

B174-B176 Continuation Pages

III. SECTION C: OTHER MARKET REPORTS

Arbitron Condensed Radio Market Reports

C1 Aberdeen,WA; Danbury,CT; Gainesville,FL
C2 Lafayette,IN; New Bedford,MA; Palm Springs,CA; Plattsburgh,NY
C3 Santa Barbara,CA; Santa Rosa,CA; Wenatchee, WA

Mediastat Non-Monthly Reports

C4 Barstow,CA; Fort Morgan,CO; La Junta,CO; Dover,DE; Calhoum,GA; Carbondale,IL; Ottumwa,IA; Lake Charles,LA; Bangor,ME

C5 Jackson,MI; Muskegon,MI; Peterborough, NH; Elmira,NY; Ithaca,NY; Goldsboro,NC; Wooster,OH; Alva-Enid,OK

C6 Salem,OR; Paris,TN; Union City,TN; San Angelo,TX; Seymour,TX; Brattleboro,Keene,NH; Middlebury,VT; Bluefield,VA; Harrisonburg,VA

C7 Stauton,VA; Clarksburg,WV; Greenbriar Valley,WV; Sheridan,WY

Birch Reports

C8 Atlanta, Baltimore, Buffalo
C9 Charlotte, Cleveland, Cincinnati
C10 Green Bay, Hartford, Indianapolis
C11 Jacksonville, Kansas City, Knoxville
C12 Louisville, Memphis, Miami
C13 Milwaukee, Nashville, New Orleans
C14 Norfolk, Oklahoma City, Orlando
C15 Phoenix, Pittsburgh, Portland
C16 Richmond, Rochester, San Antonio
C17 Syracuse, Tampa, Tulsa
C18 Washington

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS**

	STATION	MARKET	1/4 HR AVG	FORMAT	OWNER	O/N 80 RANK
1.	WOR	New York	1668	Talk	RKO	3
2.	WKTU-F	New York	1469	Urban	Infinity	1
3.	WBLS-F	New York	1455	Urban	Inner City	2
4.	WNBC	New York	1388	Contemp	NBC	4
5.	WRKS-F	New York	1364	Urban	RKO	133
6.	WINS	New York	1343	News	Westinghouse	7
7.	WGN	Chicago	1192	MOR/Talk	Chi Tribune	6
8.	WCBS	New York	1190	News	CBS	5
9.	WPLJ-F	New York	1183	AOR	ABC	11
10.	KABC	Los Angeles	1177	Talk	ABC	16
11.	WYNY-F	New York	1092	AC	NBC	21
12.	WRFM-F	New York	1065	BTFL	Bonneville	8
13.	WMAQ	Chicago	1024	Country	NBC	9
14.	WCCO	Minn-SP	981	MOR/Variety		14
15.	WLS	Chicago	914	Rock	ABC	10
16.	WPAT-F	New York	912	BTFL	Capital Cities	13
17.	KMOX	St. Louis	882	News/Talk	CBS	17
18.	WABC	New York	880	Contemp	ABC	12
19.	WJR	Detroit	860	MOR/Talk	Capital Cities	19
20.	KDKA	Pittsburgh	858	MOR	Westinghouse	15
21.	KGO	San Francisco	851	Talk/News	ABC	20
22.	KMET-F	Los Angeles	812	AOR	Metromedia	33
23.	KBIG-F	Los Angeles	810	BTFL	Bonneville	25
24.	WBBM	Chicago	774	News	CBS	22
25.	WNEW	New York	771	Big Band	Metromedia	29
26.	KLOS-F	Los Angeles	769	AOR	ABC	71
27.	WCOZ-F	Boston	751	AOR	Blair	24
28.	KYW	Philadelphia	737	News	Westinghouse	18
29.	WGCI-F	Chicago	707	Urban	Gannett	35
30.	WBAP	Dallas-FW	689	Country	Capital Cities	38
31.	WLOO-F	Chicago	678	BTFL	Century	25
32.	WCBS-F	New York	667	Oldies/AC	CBS	23
33.	WMGK-F	Philadelphia	645	AC	Greater Media	30
34.	KFWB	Los Angeles	624	News	Westinghouse	34
35.	WBZ	Boston	618	MOR	Westinghouse	32
36.	KNX	Los Angeles	600	News	CBS	28
37.	WJIT	New York	597	Spanish	Infinity	56
	WMMR-F	Philadelphia	597	AOR	Metromedia	58
39.	WHN	New York	589	Country	Mutual	31
40.	WDAF	Kansas City	588	Country	Taft	47
	WNEW-F	New York	588	AOR	Metromedia	27
42.	KCBS	San Francisco	569	News	CBS	40
43.	KRTH-F	Los Angeles	558	AC	RKO	49
44.	WIND	Chicago	543	Talk	Westinghouse	50
45.	KSTP-F	Minn-SP	541	AC	Hubbard	82
46.	WMCA	New York	533	Talk		42
47.	KJOI-F	Los Angeles	528	BTFL	Beatrice Foods	44
48.	WHDH	Boston	517	MOR	Blair	37
49.	WTIC	Hartford	510	MOR		52
50.	WADO	New York	506	Spanish		68

** Based on 1/4 HR AVG, TSA, Mon-Sun, 6A-MID. + denotes simulcast

* Denotes Spring 81 survey period

STATION	MARKET	1/4 HR AVG	FORMAT	OWNER	O/N 80 RANK
51. KFI	Los Angeles	497	AC	Cox	36
52. WWSH-F	Philadelphia	483	BTFL	Cox	45
53. WPAT	New York	479	BTFL	Capital Cities	39
WLLZ-F	Detroit	479	AOR	Doubleday	43
55. WMAL	Washington	475	MOR	ABC	55
56. WCAU-F	Philadelphia	471	Rock	CBS	164
57. KFRC	San Francisco	455	Rock	RKO	65
58. WSOC-F	Charlotte	453	Country	Cox	105
KNX-F	Los Angeles	453	Soft Rock	CBS	71
60. WRAL-F	Raleigh	436	Contemp	Capitol	106
61. WDAS-F	Philadelphia	433	Black	NBN	74
WIP	Philadelphia	433	MOR	Metromedia	54
63. XTRA	Los Angeles	432	Rock	Noble	121
64. WMMS-F	Cleveland	430	AOR	Malrite	53
KLAC	Los Angeles	430	Country	Metromedia	41
66. WXKS-F	Boston	424	Rock	Heftel	121
67. KOST-F	Los Angeles	422	BTFL	Cox	80
68. KSOL-F	San Francisco	419	Black	United	89
69. WEAZ-F	Philadelphia	412	BTFL		60
WBCN-F	Boston	412	AOR	Infinity	113
71. KHTZ-F	Los Angeles	408	Contemp	Greater Media	81
72. WBAL	Baltimore	403	MOR	Hearst	87
WWDB-F	Philadelphia	403	Talk		118
74. WRHC	Miami	402	Spanish		188
75. WZGC-F	Atlanta	401	Contemp	First Media	94
76. WKHK-F	New York	393	Country	Viacom	417
77. WRIF-F	Detroit	392	AOR	ABC	85
78. KRLA	Los Angeles	389	Contemp		46
79. KSCS-F	Dallas-FW	388	Country	Capital Cities	84
80. WROR-F	Boston	382	AC	RKO	110
81. KFAB	Omaha	379	MOR	May	74
82. WXYZ	Detroit	378	Talk	ABC	220
WLS-F	Chicago	378	Rock	ABC	461
84. WEEI	Boston	377	News	CBS	70
85. KIRO	Seattle	373	News	Bonneville	107
86. KZLA-F	Los Angeles	363	Country	Capital Cities	204
87. KVIL-F	Dallas	362	AC	Fairbanks	104
88. WJIB-F	Boston	361	BTFL	GE	51
89. WCLR-F	Chicago	360	AC	Bonneville	89
90. WKYS-F	Washington	358	Urban	NBC	111
WYSP-F	Philadelphia	358	AOR	Infinity	77
92. WQXR-F+	New York	357	Classical	New York Times	57
93. WMET-F	Chicago	356	AOR	Metromedia	79
94. KNBR	San Francisco	355	MOR	NBC	99
95. WWJ	Detroit	354	News	Detroit News	67
WTFM-F	New York	354	AC		64
97. WKQX-F	Chicago	352	AC	NBC	95
KMEL-F	San Francisco	352	AOR	Century	197
99. KRLD	Dallas	349	News	Metromedia	78
100. WUSL-F	Philadelphia	348	Country	LIN	200

101.	KMJQ-F	Hous	347
102.	KIIS-F	LA	346
103.	WIOQ-F	Phil	345
104.	WWWW-F	Det	339
	KROQ-F	LA	339
106.	WGAY-F	Wash	337
107.	KIQQ-F	LA	336
108.	KIKK-F	Hous	335
109.	WFYR-F	Chi	334
110.	WEZN-F	Bridge	333
111.	KTNQ	LA	331
112.	WRBQ-F	Tampa	328
113.	WJEZ-F	Chi	327
114.	KALI	LA	326
115.	KKDA-F	Dall	323
	WDVE-F	Pitts	323
117.	KMPC	LA	317
	WLYF-F	Miami	317
119.	WSB	Atl	316
120.	KTRH	Hous	314
121.	KGFJ	LA	313
122.	WGY	Schen	311
	WIYY-F	Balt	311
124.	WJR-F	Det	309
125.	KSD	St. Lou	308
126.	WFBQ-F	Indy	307
127.	KRLY-F	Hous	305
	KLOL-F	Hous	305
	WWDC-F	Wash	305
130.	KOA	Denv	302
	WNIC-F	Det	302
	WPEN	Phil	302
133.	WIVK-F	Knox	300
134.	KZEW-F	Dall	296
135.	KILT-F	Hous	292
136.	WVEE-F	Atl	291
	WKLS-F	Atl	291
138.	WEEI-F	Bost	290
139.	KSSN-F	Lit Ro	289
140.	WLKW-F	Prov	285
	WGCL-F	Cleve	285
	WTAE	Pitts	285
143.	WPGC-F+	Wash	284
144.	WBBM-F	Chi	283
	WLIF-F	Balt	283
	KISW-F	Sea	283
147.	KVOO	Tulsa	282
148.	WZZK-F	Birm	281
149.	WHYI-F	Miami	280
150.	KWKW	LA	279
151.	WAIT	Chi	278
152.	WCAU	Phil	275
153.	KRBE-F	Hous	274
154.	WVBF-F	Bost	273
	WQYK-F	Tampa	273
156.	KGON-F	Port	271
157.	KTSA	San An	270
158.	WHRK-F	Mem	268
	WOKI-F	Knox	268
	WDGY	Minn	268
161.	WQXI-F	Atl	265
162.	WAAF-F	Bos	264**
163.	WHUR-F	Wash	261
164.	WHB	K Cit	260
	KKYX	San An	260
	CKLW	Det	260
167,	WIFI-F	Phil	259
168,	WLW	Cin	258
	WWKX-F	Nash	258
170.	WINZ-F	Miami	256
171.	WTQR-F	Gr-WS	256
172.	KFMK-F	Hous	255
	KHJ	LA	255
	WJPC	Chi	255
175.	KUTE-F	LA	254
176.	WEBN-F	Cin	253
177.	WHIO-F	Dayt	251
	KFOG-F	San F	251
	WMC-F	Mem	251
	KYYS-F	Kan C	251
181.	KODA-F	Hous	250
182.	KQRS-F+	Minn	249
183.	WWBA-F	Tampa	247
184.	WGPR-F	Det	246
	WXTZ-F	Indy	246
186.	WTVN	Colum	245
187.	KSHE-F	St Lou	244
	KOMO	Sea	244
189.	WNDU-F	S Bend*	243
190.	WIBC	Indy	242
	KGBT	McA-Br	242
	WSUN	Tampa	242
	KEGL-F	Dall	242
194.	WVNJ-F	New	241
195.	WTMJ	Milw	240
196.	WEZO-F	Roch	239
197.	WDOK-F	Cleve	238
198.	KFYE-F	Fres	237
	WRQX-F	Wash	237
200.	KEZK-F	St Lou	236
	WEZB-F	NO	236
	WZZP-F	Cleve	236
	KZAP-F	Sacra	236
	WABX-F	Det	236
205.	WBEN	Buff	235
	WCCO-F	Minn-SP	235
207.	KGW	Port	232
	WFLA-F	Tampa-SP	232
209.	WFAA	Dall-FW	231
	KWK-F	St. Lou	231
	WSHH-F	Pitts	231
212.	KPRC	Hous	230
	WMJC-F	Det	230
	WFMT-F	Chi	230
215.	WINZ	Miami	229
	WNWS	Miami	229
	WASH-F	Wash	229
218.	WSSH-F	Boston	228
219.	KSD-F	St. Lou	227
	WLVQ-F	Colum	227
221.	WLBS-F	Det	226
	WBMX-F	Chi	226
223.	WEZW-F	Milw	225
	WHO	Des Moi	225
225.	WWJ-F	Det	224
	WBEN-F	Buff	224
	WXKX-F	Pitts	224
	KSEA-F	Sea	224
229.	KSFO	San Fran	223
	KMEZ-F	Dall-FW	223
	WHJY-F	Prov	223
232.	KRAK	Sacra	222
	WEEP	Pitts	222
234.	WCZY-F	Det	221
235.	WDBO-F	Orl	219
236.	WAIL-F	NO	218
	WGAR	Cleve	218
238.	KNEW	San Fran	217
239.	WPOC-F	Balt	216
240.	KGB-F	San Die	214
	WDIZ-F	Orl	214
	KTXQ-F	Dall-FW	214
	WQAL-F	Cleve	214
244.	WAMZ-F	Louis	213
245.	KBPI-F	Denv	211
	WFBC-F	Greenv	211
247.	WOW	Omaha	210
	WXYV-F	Balt	210
249.	WLAV-F	GR	209
250.	WCMS-F	Norf	208

** Insert WOWO, Fort Wayne, 264

	WBCS-F	Milw	208
252.	WJBR-F	Wilm	207
253.	KOSI-F	Denv	206
	WJYW-F	Tamp-SP	206
	KSL	SLC	206
	KDKB-F	Phoe	206
257.	KBAY-F	San Jo	205
	KIOI-F	San Fr	205
259.	KJQY-F	San Die	204
260.	WPIX-F	NY	203
261.	KABL-F	SF	202
	WJYE-F	Buff	202
	WHK	Cleve	202
	WBSB-F	Balt	202
	WESC-F	Gr-Spa	202
	KOMA	Ok Cit	202
267.	KABL	SF	201
268.	WKDF-F	Nash	200
	WKRQ-F	Cin	200
	WLTA-F	Atl	200
	WHUE-F	Bost	200
272.	WXLK-F	Roa	199
	WWSW-F	Pitts	199
	WYDO-F	Pitts	199
	WPRO-F	Prov	199
276.	WBLI-F	L Isl	198
	KMJM-F	St Lou	198
	WJMD-F	Wash	198
279.	WPCH-F	Atl	197
	WRKZ-F	Harris	197
	WPTF	Ral	197
282.	WEFM-F	Chi	195
	WGMS-F+	Wash	195
	WYNF-F	Tam-SP	195
	KINK-F	Port	195
286.	WTOP	Wash	194
287.	WWWM-F	Cleve	193
	WKSS-F	Hart	193
	WCXI	Det	193
	WPRO	Prov	193
291.	KBLX-F	SF	192
	WNCI-F	Colum	192
	WGRQ-F	Buff	192
	KMBR-F	K Cit	192
295.	WEDR-F	Miami	190
296.	WSHE-F	Miami	189
	KNIX-F	Phoe	189
	WISN	Milw	189
299.	WEZC-F	Char	187
300.	WKHX-F	Atl	186
	KOAQ-F	Denv	186
	KTAR	Phoe	186
	WQBA	Miami	186
304.	WJZZ-F	Det	185
	KYUU-F	SF	185
	WWEZ-F	Cin	185
	WMZQ-F	Wash	185
308.	KMEO-F	Phoe	184
	WRKO	Bost	184
	WNCN-F	NY	184
	WMT	Ce Rpd*	184
312.	KDAY	LA	183
	WCMQ-F	Miami	183
	WEZK-F	Knox	183
315.	WLQR-F	Tol	182
316.	WFOG-F	Norf	181
	WGR	Buff	181
318.	KSFI	SLC	180
	KUPL-F	Port	180
	WSKZ-F	Chatt	180
	KMGC-F	Dall	180
322.	WOOD-F	GR	179
	WIOT-F	Tol	179
	WJAS	Pitts	179
	WAMO-F	Pitts	179
	WKRC	Cin	179
	WRVA	Rich	179
	WRVQ-F	Rich	179
329.	KEBC-F	Ok Cit	178
	WIOD	Miami	178
331.	KOAX-F	Dall	176
	WUBE-F	Cin	176
	WPNT-F	Pitts	176
334.	KNOK-F	Dall-FW	175
	WTIC-F	Hart	175
336.	WJLB-F	Det	174
337.	WFMS-F	Indy	172
	WHUD-F	NY	172
339.	WDMT-F	Cleve	171
340.	KYND-F	Hous	170
341.	WNOE-F	NO	169
342.	KQYT-F	Phoe	168
	WROQ-F	Char	168
	WCBM	Balt	168
	WFIL	Phil	168
	WVON	Chi	168
347.	WXKS	Bost	167
	WIRE	Indy	167
349.	KBLE-F	Sea	166
	WEZR-F	Wash	166
351.	WXRT-F	Chi	165
	KTFM-F	San An	165
353.	KBEQ-F	Kan Cit	164
354.	WSNI-F	Phil	163
	KAZY-F	Denv	163
	WAXY-F	Miami	163
	WCCO-F	Minn-SP	163
358.	WKBW	Buff	162
359.	WCCC-F	Hart	161
	WHCN-F	Hart	161
	WRCH-F	Hart	161
	WYYS-F	Cin	161
	WCMQ	Miami	161
	WHAS	Louis	161
	WYYD-F	Ral	161
366.	KEX	Port	160
	WTWR-F	Det	160
368.	WFLN-F+	Phil	159
	WOMC-F	Det	159
	KHOW	Denv	159
	WBZZ-F	Pitts	159
	KSLQ-F	St. Lou	159
373.	WWDJ	NY	158
	KIMN	Denv	158
	KLZ	Denv	158
	WAYL-F	Minn-SP	158
	KISS-F	San Ant	158
378.	KOME-F	San Jose	157
	WAVA-F	SF	157
380.	WRC	Wash	156
	KEEY-F	Minn-SP	156
	KPLX-F	Dall-FW	156
383.	WXGT-F	Colum	155
	WEZI-F	Mem	155
385.	KLVE-F	LA	154
	KOIT-F	SF	154
	WBT	Char	154
	WZXR-F	Mem	154
	KQXT-F	San Ant	154
390.	KRMG	Tulsa	153
	KPKE-F	Denv	153
	WERE	Cleve	153
	WLAP-F	Lex	153
	WKCI-F	New Hav	153
	KSFX-F	SF	153
	KEWT-F	Sacra	153
	KSFM-F	Sacra	153
398.	KSDO	San Diego	152
	WPLO	Atl	152
	WVKX-F	Wash	152

401.	KSAN-F	San Fran	150
	WTUE-F	Dayton	150
	WKSW-F	Cleveland	150
404.	WDRQ-F	Detroit	149
	WPJB-F	Prov	149
406.	WJMI-F	Jackson,MS*	148
	WBAB-F	Long Isl	148
	WZUU-F	Milw	148
	WLPX-F	Milw	148
	WFLA	Tampa-SP	148
	WBCY-F	Charlotte	148
412.	WMYU-F	Knoxville	147
	WTLC-F	Indianapolis	147
	XTRA-F	San Diego	147
	WKXX-F	Birmingham	147
	WSYR-F	Syracuse	147
417.	WKEE-F	Huntington	146
418.	WCFL	Chicago	145
	KYA	San Francisco	145
	KCMO	Kansas City	145
421.	WSRS-F	Worcester	144
	WNAP-F	Indianapolis	144
	KQUE-F	Houston	144
	WYNK-F	Baton Rouge	144
	KUDL-F	Kansas City	144
426.	WLTY-F	Norfolk	143
	KEZO-F	Omaha	143
	KRMD-F+	Shreveport	143
	WQXM-F	Tampa-SP	143
	WEAT-F	West Palm Beach	143
	KSJO-F	San Jose	143
	KJLH-F	LA	143
	KKGO-F	LA	143
	WKQS-F	Miami	143
	WAIA-F	Miami	143
436.	KXOK	St. Louis	142
	KLOK	San Jose	142
	WQIK-F	Jacksonville	142
	WMEE-F	Fort Wayne	142
440.	WPST-F	Trenton	141
	WSTW-F	Wilmington,DE	141
	WYOR-F	Miami	141
	KYGO-F	Denver	141
	KDIA	San Francisco	141
	WPVR-F	Roanoke	141
	KWJJ	Portland	141
	WTIX	New Orleans	141
448.	WSPD	Toledo	140
	WAXX-F	Eau Claire,WI*	140
	KEZW	Denver	140
	KTOK	Oklahoma City	140
452.	KBRD-F	Seattle	139
	KATT-F	Oklahoma City	139
	WMHE-F	Toledo	139
455.	KCOR	San Antonio	138
456.	KZOK-F	Seattle	137
	WCOS-F	Columbia, SC	137
	WSIX-F	Nashville	137
	WENS-F	Indianapolis	137
	WQSM-F	Fayetteville,NC*	137
461.	WOJO-F	Chicago	136
	WWWE	Cleveland	136
	WQFM-F	Milwaukee	136
	WPYX-F	Albany	136
466.	WCKX-F	Tampa	135
	KRAV-F	Tulsa	135
	WRNO-F	New Orleans	135
	KPRS-F	Kansas City	135
	WOKQ-F	Dover, NH	135
	WLEV-F	Allen-Be-Easton	135
472.	WIXX-F	Green Bay*	134
	WCUZ-F	Grand Rapids	134
	KHFI-F	Austin	134
	WKRG-F	Mobile	134
	WOAI	San Antonio	134
	KOY	Phoenix	134
	KOPA-F	Phoenix	134
479.	WDRC-F	Hartofrd	133
	WIKS-F	Indianapolis	133
	WCKY	Cincinnati	133
	WLOL-F	Minn-SP	133
483.	WHP	Harrisburg	132
	WQMG-F	Greens-WS	132
	KKHI-F+	San Francisco	132
	WFLY-F	Albany	132
	WKSJ-F	Mobile	132
488.	KWEN-F	Tulsa	131
	WNOK-F	Columbia, SC	131
	WCII	Louisville	131
	WGST	Atlanta	131
492.	KTTS-F	Springfield,MO*	130
	WHYN-F	Springfield, MA	130
	WIVY-F	Jacksonville	130
	KFAC-F	Los Angeles	130
	WKBN-F	Youngstown	130
	WMJQ-F	Rochester	130
	WQDR-F	Raleigh	130
	KKNG-F	Oklahoma City	130

AMERICA'S LEADING STATIONS - TEENS*

1.	WPLJ-F	NY
2.	WKTU-F	NY
3.	WRKS-F	NY
4.	WNBC	NY
5.	WCOZ-F	Bos
6.	WBLS-F	NY
7.	WLLZ-F	Det
	KLOS-F	LA
9.	WGCI-F	Chi
10.	WLUP-F	Chi
11.	KROQ-F	LA
12.	KSOL-F	SF
13.	WCAU-F	Phil
14.	KFRC	SF
15.	WLS	Chi
	WLS-F	Chi
17.	KMET-F	LA
	STRA	LA
19.	KWK-F	St Lou
20.	KEGL-F	D-FW
21.	WMET-F	Chi
22.	WMMR-F	Phil
23.	WZGC-F	Atl
24.	KGFJ	LA
25.	WIYY-F	Balt
26.	KRBE-F	Hou
27.	KISW-F	Sea
	KRLY-F	Hou
29.	KGON-F	Port
30.	KLOL-F	Hou
	WWDC-F	Wash
32.	KZAP-F	Sac
	KIQQ-F	LA
34.	WABC	NY
35.	WGPR-F	Det
36.	WDAS-F	Phil
37.	KDWB-F	M-SP
38.	WYSP-F	Phil
39.	KMEL-F	SF
40.	WABX-F	Det
	KUTE-F	LA
42.	KIIS-F	LA
43.	WYNY-F	NY
44.	WKLS-F	Atl
	WPGC-F+	Wash
46.	WLYT-F	Cleve
	KMJQ-F	Hou
48.	WXKS-F	Bos
	WIFI-F	Phil
	WRIF-F	Det
	KKDA-F	Hou
52.	WGRQ-F	Buff
53.	WVEE-F	Atl
54.	WBAB-F	L Isl
55.	WJPC	Chi
56.	WQXM-F	T-SP
57.	WEZB-F	NO
	KMJM-F	St L
59.	WHJY-F	Prov
60.	WHYI-F	Mia
	WEBN-F	Cin
62.	KBLE-F	Sea
63.	WINZ-F	Mia
	KGB-F	SD
	WKRQ-F	Cin
	KSTP-F	M-SP
	WAIL-F	NO
	WMJQ-F	Roch
69.	WBZZ-F	Pitt
	WXGT-F	Colu
71.	WGCL-F	Cleve
	WRQX-F	Wash
	WYDD-F	Pitt
	WDVE-F	Pitt
75.	WPIX-F	NY
76.	KYYS-F	KC
77.	KNOK-F	D-FW
	KTXQ-F	D-FW
	KBEQ-F	KC
	KQRS-F+	M-SP
81.	WBSB-F	Balt
	KAZY-F	Denv
	KOAQ-F	Denv
	WFBQ-F	Indy
	KISS-F	SA
	KDKB-F	Phoe
87.	KUKQ	Phoe
	KUPD-F	Phoe
	WNIC-F	Det
90.	WNEW-F	NY
	KSRR-F	Hou
	WKYS-F	Wash
	WXKX-F	Pitt
94.	KTFM-F	SA
95.	KOPA-F	Phoe
	WPYX-F	Alba
	KVIL-F	Dall
	WIOT-F	Tol
99.	WQMF-F	Louis
	KBFM-F	McA-Br
	WRBQ-F	Tampa
	KBPI-F	Den

*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34*

1.	WBLS-F	NY
2.	WKTU-F	NY
3.	WRKS-F	NY
4.	WYNY-F	NY
5.	WPLJ-F	NY
6.	WNEW-F	NY
7.	WNBC	NY
8.	KMET-F	LA
9.	WGCI-F	Chi
10.	KLOS-F	LA
11.	WCBS-F	NY
12.	WMGK-F	Phil
13.	KRTH-F	LA
14.	KSTP-F	M-SP
15.	WMMR-F	Phil
16.	WABC	NY
17.	WBCN-F	Bos
18.	WLUP-F	Chi
19.	WLLS-F	Det
	KMEL-F	SF
21.	WRIF-F	Det
22.	WTFM-F	NY
23.	WCOZ-F	Bos
	WDAS-F	Phil
	WIOQ-F	Phil
26.	KHTZ-F	LA
	KNX-F	LA
28.	WMET-F	Chi
29.	WLS	Chi
30.	KZEW-F	Dall
31.	KSOL-F	SF
32.	WKYS-F	Wash
33.	WFYR-F	Chi
34.	WKQX-F	Chi
	WXKS-F	Bos
36.	WCAU-F	Phil
	KRLA	LA
38.	KLOL-F	Hou
39.	KVIL-F	Dall
40.	WLS-F	Chi
41.	KFRC	SF
	WIYY-F	Balt
43.	KFMK-F	Hou
44.	KROQ-F	LA
45.	WQXI-F	Atl
	WMMS-F	Cleve
	WCLR-F	Chi
48.	WJIT	NY
	WVEE-F	Atl
50.	WNIC-F	Det
51.	WINS	NY
52.	WBBM-F	Chi
53.	KMJQ-F	Hou
54.	WHUR-F	Wash
	KIQQ-F	LA
56.	WROR-F	Bos
	KGFJ	LA
	KTNQ	LA
59.	WZGC-F	Atl
60.	KRLY-F	Hou
61.	KQRS-F+	M-SP
	WYSP-F	Phil
63.	KGB-F	SD
64.	WXRT-F	Chi
65.	WABX-F	Det
	WLBS-F	Det
	KUTE-F	LA
	WKLS-F	Atl
	KSHE-F	St L
70.	KMGC-F	Dall
71.	KSCS-F	D-FW
72.	KIIS-F	LA
	KISW-F	Sea
74.	WRBQ-F	Tamp
	WBMX-F	Chi
	KIKK-F	Hou
77.	KKDA-F	D-FW
78.	WMJC-F	Det
79.	WDVE-F	Pitt
	KALI-F	LA
81.	WPIX-F	NY
82.	WEBN-F	Cin
83.	KILT-F	Hou
84.	KDKB-F	Phoe
	WEEI-F	Bos
86.	XTRA	LA
	KTXQ-F	Dall
88.	WVBF-F	Bos
89.	KBLX-F	SF
	WHJY-F	Prov
91.	WKHK-F	NY
92.	WJPC	Chi
	KSD-F	St L
94.	WFBQ-F	Indy
	WLVQ-F	Colum
	KFI	LA
97.	KSFX-F	SF
98.	KBPI-F	Denv
	WEDR-F	Mim
	KYW	Phil

*Based on Adults 18-34, Metro Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-49*

1.	WBLS-F	NY
2.	WKTU-F	NY
3.	WRKS-F	NY
4.	WYNY-F	NY
5.	WNBC	NY
6.	WPLJ-F	NY
7.	WGCI-F	Chi
8.	WCBS-F	NY
9.	WABC	NY
10.	WNEW-F	NY
11.	WMGK-F	Phil
12.	KMET-F	LA
13.	WINS	NY
14.	KLOS-F	LA
15.	KRTH-F	LA
16.	KSTP-F	M-SP
17.	WCBS	NY
18.	WPAT-F	NY
19.	KHTZ-F	LA
20.	KBIG-F	LA
21.	KABC	LA
22.	WLS	Chi
23.	WJIT	NY
24.	WMMR-F	Phil
25.	WGN	Chi
26.	WTFM-F	NY
27.	WOR	NY
28.	WRFM-F	NY
29.	WKHK-F	NY
30.	KRLA	LA
31.	WHN	NY
32.	WCLR-F	Chi
33.	KNX-F	LA
34.	WBCN-F	Bos
35.	WDAS-F	Phil
36.	WLUP-F	Chi
37.	KMOX	St L
38.	WKQX-F	Chi
	WFYR-F	Chi
40.	KVIL-F	Dall
41.	WCCO	M-SP
42.	WADO	NY
43.	WLLZ-F	Det
	WIOQ-F	Phil
45.	WCOZ-F	Bos
	WRIF-F	Det
47.	KTNQ	LA
	KMEL-F	SF
49.	WNEW	NY
50.	WKYS-F	Wash
51.	KSOL-F	SF
52	KSCS-F	D-FW
53.	KFWB	LA
	WCAU-F	Phil
55.	WLOO-F	Chi
56.	WMET-F	Chi
57.	KIKK-F	Hou
58.	WHDH	Bos
59.	WXKS-F	Bos
60.	KALI	LA
61.	KFRC	SF
62.	WWWW-F	Det
63.	KZEW-F	Dall
64.	WNIC-F	Det
65.	WMAQ	Chi
	KDKA	Pitt
67.	KIQQ-F	LA
68.	KZLA-F	LA
69.	KFMK-F	Hou
	KYW	Phil
71.	KMJQ-F	Hou
72.	WLS-F	Chi
73.	WIP	Phil
74.	WZGC-F	Atl
75.	WBBM-F	Chi
	WROR-F	Bos
	KGO	SF
	KILT-F	Hou
79.	WHUR-F	Wash
80.	WIYY-F	Balt
81.	WQXI-F	Atl
82.	KFI	LA
83.	KLOL-F	Hou
84.	WVEE-F	Atl
	KRLY-F	Hou
86.	WTAE	Pitt
	KIIS-F	LA
88.	WRBQ-F	Tamp
	WJR	Det
90.	WBBM	Chi
	WJEZ-F	Chi
92.	KLAC	LA
93.	KWKW	LA
94.	WMMS-F	Cleve
95.	KGFJ	LA
96.	XTRA	LA
	KROQ-F	LA
98.	WBZ	Bost
	KKDA-F	D-FW
100.	WEEI-F	Bos

*Based on Adults, 18-49, 1/4 HR AVG, Metro , Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 25-54*

1.	WBLS-F	NY
2.	WYNY-F	NY
3.	WNBC	NY
4.	WRKS-F	NY
5.	WINS	NY
6.	WKTU-F	NY
7.	WCBS	NY
8.	WCBS	NY
9.	WGN	Chi
10.	WRFM-F	NY
11.	WOR	NY
12.	WABC	NY
13.	KABC	LA
14.	WPAT-F	NY
15.	WMGK-F	Phil
16.	WNEW	NY
17.	WGCI-F	Chi
18.	KMOX	St L
19.	WLOO-F	Chi
20.	KBIG-F	LA
21.	WNEW-F	NY
22.	WCCO	M-SP
23.	WHN	NY
24.	KFWB	LA
25.	WADO	NY
26.	WJIT	NY
27.	WKHK-F	NY
28.	KDKA	Pitt
29.	WHDH	Bos
30.	KRTH-F	LA
31.	KSTP-F	M-SP
32.	WJR	Det
33.	KRLA	LA
34.	KGO	SF
35.	WLS	Chi
36.	WPLJ-F	NY
37.	WBBM	Chi
38.	WCLR-F	Chi
39.	KVIL-F	D-FW
40.	WTFM-F	NY
	WIP	Phil
42.	WWWW-F	Det
43.	WMAL	Wash
44.	KYW	Phil
45.	WMAQ	Chi
46.	KZLA-F	LA
47.	KTNQ	LA
48.	KLAX	LA
49.	KSCS-F	D-FW
50.	KJOI-F	LA
51.	KHTZ-F	LA
52.	KIKK-F	Hou
	KNX-F	LA
	KLOS-F	LA
55.	KALI	LA
56.	WMCA	NY
57.	WBZ	Bos
58.	KCBS	SF
	WFYR-F	Chi
	KMET-F	LA
	WTAE	Pitt
62.	KWKW	LA
63.	WJEZ-F	Chi
64.	KNX	LA
65.	WLAK-F	Chi
66.	KILT-F	Hou
67.	WKQX-F	Chi
68.	WUSL-F	LA
	KFMK-F	Hou
	KOST-F	LA
71.	WKYS-F	Wash
72.	KNBR	SF
73.	KFI	LA
74.	WIOQ-F	Phil
75.	KODA-F	Hou
	WGAY-F	Wash
77.	WLTA-F	Atl
78.	WIND	Chi
	WDAS-F	Phil
	WROR-F	Bos
81.	WWSH-F	Phil
	WEAZ-F	Phil
	WPAT	NY
84.	WEEI-F	Bos
85.	WCZY-F	Det
86.	KIIS-F	LA

*Based on Adults, 25-54, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64*

1.	WINS	NY
2.	WOR	NY
3.	WRFM-F	NY
4.	WGN	Chi
5.	KABC	LA
6.	WCBS	NY
7.	WPAT-F	NY
8.	WNEW	NY
9.	KBIG-F	LA
10.	KMOX	St L
11.	KDKA	Pitt
12.	WJR	Det
13.	WLOO-F	Chi
14.	WNBC	NY
15.	KJOI-F	LA
16.	WCCO	M-SP
17.	WBBM	Chi
18.	WHN	NY
19.	WADO	NY
	WABC	NY
21.	WMAL	Wash
22.	KGO	SF
	WJIT	NY
24.	KFWB	LA
25.	KYW	Phil
26.	WBLS-F	NY
27.	WMCA	NY
28.	WYNY-F	NY
29.	KFWB	LA
30.	WKTU-F	NY
31.	WLAK-F	Chi
32.	WPAT	NY
33.	KCBS	SF
34.	WIND	Chi
35.	WBZ	Bost
	WHDH	Bos
37.	KNX	LA
38.	WMAQ	Chi
39.	WEAZ-F	Phil
40.	KOST-F	LA
41.	WIP	Phil
42.	KLAC	LA
43.	WBAL	Balt
44.	WXYZ	Det
45.	WCBS-F	NY
46.	WKHK-F	NY
47.	WWWW-F	Det
48.	WRKS-F	NY
49.	WPEN	Phil
	WWSH-F	Phil
51.	WMGK-F	Phil
52.	WJR-F	Det
53.	WWDB-F	Phil
54.	KZLA-F	LA
55.	WGAY-F	Wash
	WRHC	Mia
57.	WJEZ-F	Chi
58.	WUSL-F	Phil
	WWJ	Det
60.	WTIC	Hart
61.	WVNJ-F	Newa
62.	WQXR-F+	NY
	WEEI	Bos
64.	KMPC	LA
65.	WJIB-F	Bos
66.	WLKW-F	Prov
67.	KFOG-F	SF
68.	WLIF-F	Balt
69.	WSB	Atl
70.	KWKW	LA
71.	KEZK-F	St L
72.	WAIT	Chi
73.	WWJ-F	Det
74.	KALI	LA
	KSCS-F	D-FW
76.	KZEW-F	D-FW
77.	WFMT-F	Chi
78.	WCLR-F	Chi
79.	KIRO	Sea
80.	KSFO	SF
81.	WQYK-F	Tamp
	WCZY-F	Det
83.	WEFM-F	Chi
	WDOK-F	Cleve
	KIKK-F	Hous
86.	WJAS	Pitt
	WDAF	KC
	KPRC	Hou
	KRLD	D-FW
90.	KODA-F	Hou
91.	WCAU	Phil
	KHJ	LA
93.	KTRH	Hou
	KTNQ	LA
95.	WTAE	Pitt
96.	WLS	Chi
	KGBT	McA-B
98.	KBAY-F	SJ
	WJYE-F	Buff
100.	KABL	SF
	KNBR	SF

*Based on Adults, 35-64, Metro, 1/4 HR AVG, Broadcast Week

AMERICA'S LEADING STATIONS - 12+ TSA AMD*

1.	WINS	NY
2.	WOR	NY
3.	WGN	Chi
4.	WNBC	NY
5.	WCBS	NY
6.	WLS+	Chi
7.	WCCO	M-SP
8.	KABC	LA
9.	KDKA	Pitt
10.	KYW	Phil
11.	WABC	NY
12.	KMOX	St. L
13.	WBLS-F	NY
14.	WMAQ	Chi
15.	WBBM	Chi
16.	KGO	SF
17.	WJR	Det
18.	WKTU-F	NY
19.	WRKS-F	NY
20.	WTIC	Hart
21.	WYNY-F	NY
22.	WPLJ-F	NY
23.	WBAP	D-FW
24.	WBZ	Bost
25.	WRFM-F	NY
26.	KFWB	LA
27.	KNX	LA
28.	KFI	LA
29.	WNEW	NY
30.	KCBS	SF
31.	WMAL	Wash
32.	KBIG-F	LA
33.	WHDH	Bos
34.	WDAF	KC
35.	KLOS-F	LA
36.	KMET-F	LA
37.	WPAT-F	NY
38.	WIP	Phil
39.	KSTP-F	M-SP
40.	WADO	NY
41.	WIND	Chi
42.	WGCI-F	Chi
43.	WNEW-F	NY
44.	WLOO-F	Chi
45.	WMGK-F	Phil
46.	WMCA	NY
47.	WSB	Atl
48.	WJIT	NY
49.	KVIL-F+	D-FW
50.	KFRC	SF
51.	WEEI	Bos
52.	WBAL	Balt
53.	KTNQ	LA
54.	KIRO	Sea
55.	WHN	NY
56.	KRLD	D-FW
57.	KRTH-F	LA
58.	WCOZ-F	Bos
59.	WWDB-F	Phil
60.	WRAL-F	Ral
61.	KNBR	SF
62.	WMMR-F	Phil
63.	WCBS-F	SF
64.	KLAC	LA
65.	KTRH	Hou
66.	WSOC-F	Char
67.	KMPC	LA
68.	WWJ	Det
69.	WGY	Schen
70.	WWDC-F+	Wash
71.	WZGC-F	Atl
72.	WQXI-F+	Atl
73.	WOWO	F Way
74.	KNX-F	LA
75.	CKLW	Det
76.	WIVK-F+	Knox
77.	WBCN-F	Bos
	WXYZ	Det
79.	KJOI-F	LA
80.	KOA	Denv
	XTRA	LA
82.	WNIC-F+	Det
83.	WIBC	Indy
84.	WRBQ-F	Tamp
85.	KSCS-F	D-FW
	KHTZ-F	LA
87.	KRLA	LA
88.	WTMJ	Milw
89.	WWSH-F	Phil
90.	WMMS-F	Cleve
91.	KIKK-F	Hou
92.	KABL+	SF
93.	WBEN	Buff
94.	WCAU-F	Phil
95.	KVOO	Tulsa
96.	WXKS-F	Bost
97.	WIOQ-F	Phil
98.	WTOP	Wash
99.	WLW	Cin
100.	KSD	St L

*Based on 12+, 1/4 HR AVG, 6A-10A, Mon-Fri, Metro

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WNBC	NY	28300
2.	WINS	NY	25932
3.	WCBS	NY	24848
4.	WABC	NY	24606
5.	WOR	NY	21196
6.	WKTU-F	NY	20679
7.	WLS	Chi	19861
8.	WYNY-F	NY	19106
9.	WGN	Chi	18074
10.	WPLJ-F	NY	17935
11.	WBLS-F	NY	17741
12.	WMAQ	Chi	17092
13.	WRKS-F	NY	16952
14.	WBBM	Chi	15139
15.	KABC	LA	14888
16.	KYW	Phil	14158
17.	WPAT-F	NY	13583
18.	KNX	LA	13241
19.	WJR	Det	12777
20.	WCBS-F	NY	12703
21.	KMET-F	LA	12306
22.	WCCO	Minn-SP	12173
23.	KLOS-F	LA	12085
24.	WRFM-F	NY	11953
25.	KDKA	Pitt	11798
26.	KFWB	LA	11434
	WHN	NY	11434
28.	KFI	LA	11352
29.	KGO	SF	11171
30.	KBIG-F	LA	11119
31.	WNEW	NY	11042
32.	KCBS	SF	10968
33.	WFRC	SF	10776
34.	WNEW-F	NY	10452
35.	WBZ	Bost	10335
36.	KMOX	St Lou	10046
37.	WCOZ-F	Bost	9976
38.	WBAP	Dall-FW	9301
39.	KRTH-F	LA	9289
40.	XTRA	LA	9089
41.	WPAT	NY	8926
42.	WMGK-F	Phil	8718
43.	WMMR-F	Phil	8698
44.	WLS-F	Chi	8549
45.	WMCA	NY	8532
46.	WHDH	Bost	7954
47.	WLUP-F	Chi	7935
48.	WGCI-F	Chi	7883
49.	KJOI-F	LA	7790
50.	WCAU-F	Phil	7606
51.	WLLS-F	Det	7582
52.	KIIS-F	LA	7498
53.	KHTZ-F	LA	7448
54.	WRIF-F	Det	7427
55.	KNX-F	LA	7309
56.	KLAC	LA	7264
57.	WCLR-F	Chi	7246
58.	WLOO-F	Chi	7219
59,	WIP	Phil	7176
60.	KIQQ-F	LA	7129
61.	KMPC	LA	7114
62.	WMET-F	Chi	6978
63.	WDAF	Kan Cit	6878
64.	WPIX-F	NY	6832
65.	KNBR	SF	6737
66.	WIND	Chi	6705
67.	KRLA	LA	6578
68.	WMAL	Wash	6575
69.	KOST-F	LA	6560
70.	WQXR-F+	NY	6482
71.	WEEI	Bost	6451
72.	KRLD	Dall-FW	6398
73.	WWJ	Det	6382
74.	KSTP-F	Minn-SP	6369
75.	CKLW	Det	6368
76.	WNIC-F	Det	6269
77.	WBBM-F	Chi	6267
78.	WKHK-F	NY	6215
79.	WFYR-F	Chi	6206
80.	WYSP-F	Phil	6188
81.	WABX-F	Det	6028
82.	WROR-F	Bost	6009
83.	WTIC	Hart	5968
84.	WKQX-F	Chi	5910
85.	WLAK-F	Chi	5909
86.	WWSH-F	Phil	5906
87.	WTFM-F	NY	5885
88.	KIRO	Sea	5856
89.	WMMS-F	Cleve	5820
	KSCS-F	Dall-FW	5820
91.	WCAU	Phil	5688
92.	WZGC-F	Atl	5551
93.	WEAZ-F	Phil	5546
94.	WLW	Cin	5487
95.	WRAL-F	Ral	5387
96.	KMEL-F	SF	5268
97.	WJEZ-F	Chi	5203
98.	WEEI-F	Bost	5146
99.	KVIL-F	Dall	5093
100.	WJR-F	Det	5088
101.	WSB	Atl	5073
102.	WWDC-F	Wash	5060
103.	KFAB	Omaha	5059
104.	WXKS-F	Bost	5048
105.	WRQX-F	Wash	5014
106.	WTAE	Pitts	5007
107.	KROQ-F	LA	5004
108.	WBMX-F	Chi	4997
109.	WJIB-F	Bost	4989
110.	KTSA	San Ant	4967
111.	WIOQ-F	Phil	4941
112.	KZLA-F	LA	4911
113.	WDAS-F	Phil	4903
114.	WPGC-F+	Wash	4888
115.	WGCL-F	Cleve	4872
116.	KSOL-F	SF	4868
117.	WVBF-F	Bost	4852
118.	WHYI-F	Miami	4832
119.	WIFI-F	Phil	4828
120.	WBCN-F	Bost	4827
121.	KOA	Denv	4803
122.	WDVE-F	Pitt	4788
123.	KSFO	SF	4785
124.	KTRH	Hous	4763
125.	KIOI-F	SF	4730
126.	KIKK-F	Hous	4763
127.	KHJ	LA	4660
128.	WHB	KC	4617
129.	WWDB-F	Phil	4576
130.	WAAF-F	Bost	4573
131.	WMJC-F	Det	4567
132.	WWWW-F	Det	4546
133.	KOMO	Sea	4530
134.	KSD	St. Lou	4509
135.	WKYS-F	Wash	4508
136.	WOW	Omaha	4486
137.	WDGY	Minn-SP	4474
138.	WGAR	Cleve	4436
139.	WBAL	Balt	4426
140.	KGW	Port	4387
141.	WRKO	Bost	4366
142.	WCFL	Chi	4354
143.	WINZ-F	Miami	4334
144.	WJPC	Chi	4304
145.	WHUR-F	Wash	4301
146.	WUSL-F	Phil	4281
	WJIT	NY	4281
148.	WPEN	Phil	4269
149.	WSOC-F	Charl	4260
150.	WGY	Schen	4244

* Based on Weekly 12+ Cume, Mon-Sun, 6A-MID, TSA

151.	WXKS-F	Pitts	4220
152.	WFIL	Phil	4217
153.	KRBE-F	Hous	4205
154.	KILT-F	Hous	4196
155.	WTMJ	Milw	4179
156.	WRBQ-F	Tampa	4159
157.	WTVN	Colum	4135
158.	KLOL-F	Hous	4071
159.	KQRS-F+	Minn-SP	4057
160.	KKDA-F	Dall-FW	4043
161.	WQXI-F	Atl	4039
162.	KYUU-F	SF	4036
163.	WXYZ	Det	4030
164.	KGFJ	LA	4011
165.	WGAY-F	Wash	4004
166.	WBEN	Buff	3971
167.	WNCN-F	NY	3954
168.	WADO	NY	3949
169.	WEZN-F	Bridge	3930
170.	KTXQ-F	Dal-FW	3927
171.	KUTE-F	LA	3900
172.	WHO	Des Mo	3883
173.	WMJQ-F	Hous	3860
174.	WINZ	Miami	3837
175.	WZZP-F	Cleve	3835
176.	WASH-F	Wash	3823
177.	WOWO	Ft Way	3779
178.	WFAA	Dallas	3778
179.	KZEW-F	Dallas	3775
180.	WBEN-F	Buff	3760
181.	KDWB-F	Minn-SP	3756
182.	WNCI-F	Colum	3737
183.	KRLY-F	Hous	3713
184.	KEGL-F	Dal-FW	3710
185.	WTOP	Wash	3703
186.	KBPI-F	Denv	3674
187.	WISN	Milw	3662
188.	WIBC	Indy	3659
189.	WKLS-F	Atl	3652
190.	KSL	SLC	3606
191.	WLYF-F	Miami	3596
192.	WHK	Cleve	3593
193.	WFBQ-F	Indy	3576
194.	WMC-F	Mem	3553
195.	KXOK	St Lou	3531
196.	WKRQ-F	Cin	3526
197.	WCCO-F	Minn-SP	3525
198.	KSFX-F	SF	3522
199.	WPRO-F	Prov	3517
200.	WIYY-F	Balt	3494
201.	KABL-F	SF	3469
202.	WVON	Chi	3465
203.	WHAS	Louis	3455
204.	WSUN	Tampa	3447
205.	KNEW	SF	3446
206.	WOKI-F	Knox	3445
207.	WDRQ-F	Det	3438
208.	WVNJ-F	Newark	3437
209.	WTQR-F	Gr-WS	3421
210.	WSHH-F	Pitt	3416
211.	KSD-F	St Lou	3380
212.	WDOK-F	Cleve	3345
213.	WLIF-F	Balt	3344
214.	WIOD	Tampa	3338
	KABL	SF	3338
216.	WOOK-F	Wash	3332
217.	WYDD-F	Pitt	3329
	WVEE-F	Atl	3329
219.	KVOO	Tulsa	3325
220.	WEFM-F	Chi	3320
221.	WJLB-F	Det	3318
222.	KIMN	Denv	3309
223.	KWK-F	St Lou	3307
224.	WPRO	Prov	3300
225.	KKYX	SA	3299
226.	WGR	Buff	3293
227.	WFMT-F	Chi	3281
228.	WEBN-F	Cin	3276
229.	WIL-F	St Lou	3275
230.	WKBW	Buff	3271
231.	WCXI	Det	3266
232.	KOMA	Ok City	3265
233.	KODA-F	Hous	3256
234.	WJMD-F	Wash	3232
235.	WWWM-F	Cleve	3231
236.	WGPR	Det	3227
237.	KFAC-F	LA	3219
238.	WCBM	Balt	3215
239.	WHJY-F	Prov	3210
240.	WAIT	Chi	3207
241.	KWST	LA	3205
242.	WWJ-F	Det	3203
243.	KKGO-F	LA	3198
	WWKX-F	Nash	3198
245.	KYYS-F	KC	3194
246.	KFMK-F	Hous	3193
247.	WCZY-F	Det	3190
248.	WWSW-F	Pitt	3168
249.	KTNQ	LA	3159
250.	KSHE-F	St Lou	3133
251.	KISW-F	Sea	3132
252.	WOMC-F	Det	3125
253.	KSLQ-F	St Lou	3115
254.	WTIC-F	Hart	3107
255.	WQAL-F	Cleve	3106
256.	WEZB-F	NO	3076
257.	KPRC	Hous	3074
258.	WBSB-F	Balt	3068
259.	KGB-F	SD	3063
260.	KEX	Port	3057
261.	WKRC	Cin	3052
262.	KSSN-F	LR	3034
263.	KCMO	KC	3028
264.	WBLI-F	Long Isl	3023
265.	KFOG-F	SF	3021
266.	WSNI-F	Phil	3015
267.	WHIO-F	Dayton	3014
268.	KYA	SF	3013
269.	WWWE	Cleve	3009
270.	WIVK-F	Knox	3003
271.	WGMS-F+	Wash	3000
272.	WNWS	Miami	2999
273.	WTWR-F	Det	2982
274.	KCBS-F	SF	2980
275.	WZZK-F	Birm	2964
276.	XTRA-F	San Die	2956
277.	KDAY	LA	2954
278.	WLBS-F	Det	2949
279.	WXGT-F	Colum	2943
280.	KMEZ-F	Dall	2939
281.	WMZQ-F	Wash	2935
282.	KBZZ-F	Denv	2922
283.	KOAQ-F	Denv	2921
284.	KLOK	San Jo	2920
285.	WPCH-F	Atl	2917
286.	KJR	Sea	2913
287.	WDRC-F	Hart	2912
288.	WFLA-F	Tampa	2911
289.	KZAP-F	Sacra	2909
290.	WLVQ-F	Colum	2903
291.	WJZZ-F	Det	2891
292.	WSM	Nash	2886
293.	WHUE-F	Bost	2878
294.	KALI	LA	2860
295.	WLOL-F	Minn-SP	2841
296.	KDWB	Minn-SP	2834
297.	WHJY-F	Prov	2832
298.	KSTP	Minn-SP	2831
299.	WCCC-F	Hart	2821
300.	WAMZ-F	Louis	2820

AMERICA'S LEADING STATIONS - METRO CUME RATING*

1.	WJBC	Bloomington, Ill	57.6
2.	KFAB	Omaha	49.8
3.	WOWO	Fort Wayne	46.6
4.	WCCO	Minn-SP	45.8
5.	WTIC	Hartford	42.8
6.	KDKA	Pittsburgh	42.2
7.	KMOX	St. Louis	40.7
8.	WHBC	Canton	40.2
9.	WBNQ-F	Bloomington, Ill	40.0
10.	WKEE-F	Huntington	38.6
11.	WGY	Albany-Schen	38.4
12.	WICC	Bridgeport	38.3
13.	WVLK	Lexington	37.7
14.	WMEE-F	Fort Wayne	35.6
15.	WIVK-F	Knoxville	34.3
16.	WBEN	Buffalo	34.1
17.	WXLK-F	Roanoke	34.0
	KGBT	McAllen-Browns	34.0
19.	WRVA	Richmond	33.4
20.	WELI	New Haven	33.3
21.	WNOK-F	Columbia, SC	33.2
	KSTT	Daven-RI-Mo	33.2
23.	WIBA-F	Madison	33.0
24.	WSRS-F	Worcester	32.8
25.	KSSK	Honolulu	32.6
26.	KUGN	Eugene-Spr	32.3
	WRAL-F	Raleigh	32.3
	KEYN-F	Wichita	32.3
29.	WLAN-F	Lancaster	32.1
	KFQD	Anchorage	32.1
31.	WTVN	Columbus	32.0
	WIBA	Madison	32.0
33.	WHO	Des Moines	31.9
	WROV	Roanoke	31.9
	WSYR	Syracuse	31.9
36.	WLAP-F	Lexington	31.6
37.	WHP	Harrisburg	31.1
38.	WKSJ-F	Mobile	31.0
39.	KDON-F	Sal-Sea-Mont	30.8
40.	WSBA	York	30.7
41.	KLLL-F	Lubbock	30.6
42.	WOOD-F	Grand Rapids	30.5
	WPTF	Raleigh	30.5
44.	KRMG	Tulsa	30.3
	WFIR	Roanoke	30.3
46.	WSKZ-F	Chattanooga	30.2
47.	WHYN	Spring, MA	30.0
	WEEU	Reading	30.0
49.	WABB-F	Mobile	29.9
	KSL	Salt Lake City	29.9

51.	WIBC	Indianapolis	29.8
	WMBD	Peoria	29.8
	WSPD	Toledo	29.8
54.	WKZO	Kalamazoo	29.7
	KYW	Philadelphia	29.7
	KRMD-F	Shreveport	29.7
57.	WHEN	Syracuse	29.5
	WEZO-F	Rochester	29.5
59.	KSTP-F	Minn-SP	29.3
	KHFI-F	Austin	29.3
61.	WFMK-F	Lansing	29.2
	WZEE-F	Madison	29.2
	KVOO	Tulsa	29.2
64.	KSPZ-F	Colorado Springs	29.1
65.	WOW	Omaha	28.9
66.	WIXX-F	Appleton-Oshkosh	28.8
67.	KZFM	Corpus Christi	28.7
68.	WEZN-F	Bridgeport	28.5
69.	WAKR	Akron	28.4
70.	WLEV-F	Allen-Beth	28.3
	WTAG	Worcester	28.3
	WNAM	Apple-Osh	28.3
73.	WFMF-F	Baton Rouge	28.2
	KGW	Portland	28.2
75.	WKRG-F	Mobile	28.0
76.	KFH	Wichita	27.9
	KIOA	Des Moines	27.9
	WKQQ-F	Lexington	27.9
79.	WBT	Charlotte	27.8
80.	WIS	Columbia, SC	27.7
81.	WKZW-F	Peoria	27.6
82.	WARM	Scranton	27.5
83.	WRVQ-F	Richmond	27.4
84.	WDOQ-F	Daytona Beach	27.3
	WQXA-F	York	27.3
86.	WYFM-F	Youngstown	27.3
	KSSN-F	Little Rock	27.2
	WGNT	Huntington	27.2
89.	WIRL	Peoria	27.1
90.	KSEL-F	Lubbock	27.0
	KEYS	Corpus Christi	27.0
	WHIO-F	Dayton	27.0
93.	WQHK	Fort Wayne	26.9
	WXGT-F	Columbus	26.9
	KJRB	Spokane	26.9
96.	KIDD	Salinas-Sea	26.8
	WIOT-F	Toledo	26.8
98.	WAAF-F	Worcester	26.6
	WTSO	Madison	26.6
	KSO	Des Moines	26.6
	WHAM	Rochester	26.6

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-MID. Fall 81 markets only

AMERICA'S LEADING STATIONS BY FORMAT*

ROCK/TOP 40/CONTEMP			ADULT CONTEMP/SOFT ROCK/OLDIES			AOR		
1.	WNBC	New York	1.	WYNY-F	New York	1.	WPLJ-F	New York
2.	WLS	Chicago	2.	WCBS-F	New York	2.	KMET-F	Los Angeles
3.	WABC	New York	3.	WMGK-F	Philadelphia	3.	KLOS-F	Los Angeles
4.	WCAU-F	Philadelphia	4.	KRTH-F	Los Angeles	4.	WCOZ-F	Boston
5.	KFRC	San Fran	5.	KSTP-F	Minn-SP	5.	WMMR-F	Philadelphia
6.	WRAL-F	Raleigh	6.	KFI	Los Angeles	6.	WNEW-F	New York
7.	XTRA	Los Angeles	7.	KNX-F	Los Angeles	7.	WLLZ-F	Detroit
8.	WXKS-F	Boston	8.	WROR-F	Boston	8.	WMMS-F	Cleveland
9.	KHTZ-F	Los Angeles	9.	KVIL-F	Dallas	9.	WBCN-F	Boston
10.	WZGC-F	Atlanta	10.	WCLR-F	Chicago	10.	WRIF-F	Detroit
11.	KRLA	Los Angeles	11.	WTFM-F	New York	11.	WYSP-F	Philadelphia
12.	WLS-F	Chicago	12.	WKQX-F	Chicago	12.	WMET-F	Chicago
13.	KIIS-F	Los Angeles	13.	WFYR-F	Chicago	13.	KMEL-F	San Francisco
14.	WIOQ-F	Philadelphia	14.	WNIC-F	Detroit	14.	KROQ-F	Los Angeles
15.	KIQQ-F	Los Angeles	15.	WEEI-F	Boston	15.	WDVE-F	Pittsburgh
16.	WRBQ-F	Tampa	16.	WTAE	Pittsburgh	16.	WIYY-F	Baltimore
17.	KRLY-F	Houston	17.	WHB	Kansas City	17.	WFBQ-F	Indianapolis
18.	WGCL-F	Cleveland	18.	CKLW	Detroit	18.	KLOL-F	Houston
19.	WPGC-F	Washington	19.	KFMK-F	Houston	19.	WWDC-F	Washington
20.	WBBM-F	Chicago	20.	WZZP-F	Cleveland	20.	KZEW-F	Dallas
21.	WHYI-F	Miami	21.	WMJC-F	Detroit	21.	WKLS-F	Atlanta
22.	KRBE-F	Houston	22.	WASH-F	Washington	22.	KISW-F	Seattle
23.	WVBF-F	Boston	23.	KSD-F	St. Louis	23.	KGON-F	Portland
24.	KTSA	San Antonio	24.	WCZY-F	Detroit	24.	WAAF-F	Boston/Worc
25.	WOKI-F	Knoxville	25.	WGAR	Cleveland	25.	WEBN-F	Cincinnati
26.	WQXI-F	Atlanta	26.	WOW	Omaha	26.	KYYS-F	Kansas City
27.	WIFI-F	Philadelphia	27.	KIOI-F	San Francisco	27.	KQRS-F+	Minn-SP
28.	WWKX-F	Nashville	28.	WLTA-F	Atlanta	28.	KSHE-F	St. Louis
29.	WINZ-F	Miami	29.	WWSW-F	Pittsburgh	29.	KZAP-F	Sacramento
30.	WMC-F	Memphis	30.	WPRO	Providence	30.	WABX-F	Detroit
31.	WNDU-F	South Bend	31.	WNCI-F	Columbus	31.	KWK-F	St. Louis
32.	KEGL-F	South Bend	32.	WISN	Milwaukee	32.	WLVQ-F	Columbus
33.	KFYE-F	Fresno	33.	KYUU-F	San Francisco	33.	WHJY-F	Providence
34.	WRQX-F	Washington	34.	WGR	Buffalo	34.	KGB-F	San Diego
35.	WEZB-F	New Orleans	35.	KMGC-F	Dallas	35.	WDIZ-F	Orlando
36.	WCCO-F	Minneapolis	36.	WKRC	Cincinnati	36.	KTXQ-F	Dallas-FW
37.	KGW	Portland	37.	WCBM	Baltimore	37.	KBPI-F	Denver
38.	WBEN-F	Buffalo	38.	WAXY-F	Miami	38.	WLAV-F	Grand Rapids
39.	WXKX-F	Pittsburgh	39.	WKBW	Buffalo	39.	KDKB-F	Phoenix
40.	WFBC-F	Greenville	40.	WTWR-F	Detroit	40.	WKDF-F	Nashville
41.	WPIX-F	New York	41.	WOMC-F	Detroit	41.	WYDD-F	Pittsburgh
42.	WBSB-F	Baltimore	42.	WBT	Charlotte	42.	KINK-F	Portland
43.	WKRQ-F	Cincinnati	43.	KSFM-F	Sacramento	43.	WGRQ-F	Buffalo
44.	WXLK-F	Roanoke	44.	KUDL-F	Kansas City	44.	WSHE-F	Miami
45.	WPRO-F	Providence	45.	WAIA-F	Miami	45.	WIOT-F	Toledo
46.	WBLI-F	Long Island	46.	KXOK	St. Louis	46.	WROQ-F	Charlotte
47.	WJMD-F	Washington	47.	WTIX	New Orleans	47.	WXRT-F	Chicago
48.	WYNF-F	Tampa-SP	48.	WMHE-F	Toledo	48.	KAZY-F	Denver
49.	WWWM-F	Cleveland	49.	WENS-F	Indianapolis	49.	WHCN-F	Hartford
50.	KOAQ-F	Denver	50.	WQMF-F	Louisville	50.	KISS-F	San Antonio

* Based on 1/4 HR AVG, Mon-Sun, 6A-MID

NEWS AND TALK

1.	WOR	New York
2.	WINS	New York
3.	WCBS	New York
4.	KABC	Los Angeles
5.	KMOX	St. Louis
6.	KGO	San Francisco
7.	WBBM	Chicago
8.	KYW	Philadelphia
9.	KFWB	Los Angeles
10.	KNX	Los Angeles
11.	KCBS	San Francisco
12.	WIND	Chicago
13.	WMCA	New York
14.	WWDB-F	Philadelphia
15.	WXYZ	Detroit
16.	WEEI	Boston
17.	KIRO	Seattle
18.	WWJ	Detroit
19.	KRLD	Dallas
20.	KMPC	Los Angeles
21.	KTRH	Houston
22.	KOA	Denver
23.	WCAU	Philadelphia
24.	WFAA	Dallas-FW
25.	KPRC	Houston
26.	WINZ	Miami
	WNWS	Miami
28.	WHO	Des Moines
29.	WTOP	Washington
30.	KTAR	Phoenix
31.	WRKO	Boston
32.	WRC	Washington
33.	WERE	Cleveland
34.	KSDO	San Diego
35.	KCMO	Kansas City
36.	WOAI	San Antonio
37.	WGST	Atlanta
38.	WITS	Boston
39.	KMJ	Fresno
40.	KXL	Portland
41.	KQV	Pittsburgh
42.	KVI	Seattle

MOR

1.	WGN	Chicago
2.	WCCO	Minn-SP
3.	WJR	Detroit
4.	KDKA	Pittsburgh
5.	WBZ	Boston
6.	WHDH	Boston
7.	WTIC	Hartford
8.	WMAL	Washington
9.	WIP	Philadelphia
10.	WBAL	Baltimore
11.	KFAB	Omaha
12.	KNBR	San Francisco
13.	WSB	Atlanta
14.	WGY	Schenectady
15.	WOWO	Fort Wayne
16.	WLW	Cincinnati
17.	WTVN	Columbus
18.	KOMO	Seattle
19.	WIBC	Indianapolis
20.	WTMJ	Indianapolis
21.	WBEN	Buffalo
22.	KSFO	San Francisco
23.	KSL	Salt Lake City
24.	WPTF	Raleigh
25.	WMT	Cedar Rapids
26.	WRVA	Richmond
27.	WIOD	Miami
28.	WHAS	Louisville
29.	KEX	Portland
30.	KHOW	Denver
31.	KRMG	Tulsa
32.	WFLA	Tampa-SP
33.	WCFL	Chicago
34.	KQUE-F	Houston
35.	KLOK	San Jose
36.	WSPD	Toledo
37.	KTOK	Oklahoma City
38.	KOY	Phoenix
39.	WCKY	Cincinnati
40.	WHP	Harrisburg
41.	WROW	Albany
42.	WHAM	Rochester
43.	WSYR	Syracuse
44.	WJW	Cleveland
45.	WHIO	Dayton

BEAUTIFUL MUSIC

1.	WRFM-F	New York
2.	WPAT-F	New York
3.	KBIG-F	Los Angeles
4.	WLOO-F	Chicago
5.	WJOI-F	Los Angeles
6.	WWSH-F	Philadelphia
7.	WPAT	New York
8.	KOST-F	Los Angeles
9.	WEAZ-F	Philadelphia
10.	WJIB-F	Boston
11.	WGAY-F	Washington
12	WEZN-F	Bridgeport
13.	WLYF-F	Miami
14.	WJR-F	Detroit
15.	WLKW-F	Providence
16.	WLIF-F	Baltimore
17.	WAIT	Chicago
18.	WHIO-F	Dayton
19.	KFOG-F	San Francisco
20.	KODA-F	Houston
21.	WWBA-F	Tampa
22.	WXTZ-F	Indianapolis
23.	WVNJ-F	Newark
24.	WEZO-F	Rochester
25.	WDOK-F	Cleveland
26.	KEZK-F	St. Louis
27.	WFLA-F	Tampa
28.	WSHH-F	Pittsburgh
29.	WSSH-F	Boston
30.	WEZW-F	Milwaukee
31.	WWJ-F	Detroit
32.	KSEA-F	Seattle
33.	KMEZ-F	Dallas-FW
34.	WDBO-F	Orlando
35.	WQAL-F	Cleveland
36.	WJBR-F	Wilmington
37.	KOSI-F	Denver
38.	WJYW-F	Tampa
39.	KBAY-F	San Jose
40.	KJQY-F	San Diego
41.	KABL-F	San Francisco
42.	WJYE-F	Buffalo
43.	KABL	San Francisco
44.	WHUE-F	Boston
45.	WPCH-F	Atlanta
46.	KMBR-F	Kansas City
47.	WEZC-F	Charlotte
48.	WWEZ-F	Cincinnati
49.	KMEO-F	Phoenix
50.	WEZK-F	Knoxville

COUNTRY

1.	WMAQ	Chicago
2.	WBAP	Dallas-FW
3.	WHN	New York
4.	WDAF	Kansas City
5.	WSOC-F	Charlotte
6.	KLAC	Los Angeles
7.	WKHK-F	New York
8.	KSCS-F	Dallas-FW
9.	KZLA-F	Los Angeles
10.	WUSL-F	Philadelphia
11.	WWWW-F	Detroit
12.	KIKK-F	Houston
13.	WJEZ-F	Chicago
14.	KSD	St. Louis
15.	WIVK-F	Knoxville
16.	KILT-F	Houston
17.	KSSN-F	Little Rock
18.	KVOO	Tulsa
19.	WZZK-F	Birmingham
20.	WQYK-F	Tampa
21.	WDGY	Minn-SP
22.	KKYX	San Antonio
23.	WTQR-F	Greens-WS
24.	KHJ	Los Angeles
25.	WSUN	Tampa-SP
26.	KRAK	Sacramento
27.	WEEP	Pittsburgh
28.	KNEW	San Francisco
29.	WPOC-F	Baltimore
30.	WAMZ-F	Louisville
31.	WCMS-F	Norfolk
	WBCS-F	Milwaukee
33.	WHK	Cleveland
34.	WESC-F	Greenville
35.	KOMA	Oklahoma City
36.	WRKZ-F	Harrisburg
37.	WCXI	Detroit
38.	KNIX-F	Phoenix
39.	WKHX-F	Atlanta
40.	WMZQ-F	Washington
41.	KEBC-F	Oklahoma City
42.	WUBE-F	Cincinnati
43.	WFMS-F	Indianapolis
44.	WNOE-F	New Orleans
45.	WFIL	Philadelphia
46.	WIRE	Indianapolis
47.	KLZ	Denver
48.	KPLX-F	Dallas-FW
49.	WPLO	Atlanta
50.	WVKX-F	Washington

BLACK/URBAN/DISCO/JAZZ

✓1.	WKTU-F	New York
✓2.	WBLS-F	New York
✓3.	WRKS-F	New York
✓4.	WGCI-F	Chicago
✓5.	WDAS-F	Philadelphia
✓6.	KSOL-F	San Francisco
✓7.	WKYS-F	Washington
✓8.	KMJQ-F	Houston
✓9.	KKDA-F	Dallas
✓10.	KGFJ	Los Angeles
✓11.	WVEE-F	Atlanta
✓12.	WHRK-F	Memphis
✓13.	WHUR-F	Washington
✓14.	WJPC	Chicago
✓15.	KUTE-F	Los Angeles
✓16.	WGPR-F	Detroit
✓17.	WLBS-F	Detroit
✓	WBMX-F	Chicago
✓19.	WAIL-F	New Orleans
✓20.	WXYV-F	Baltimore
✓21.	KMJM-F	St. Louis
✓22.	KBLX-F	San Francisco
✓23.	WEDR-F	Miami
✓24.	WJZZ-F	Detroit
✓25.	KDAY	Los Angeles
✓26.	WAMO-F	Pittsburgh
✓27.	KNOK-F	Dallas-FW
✓28.	WJLB-F	Detroit
✓29.	WDMT-F	Cleveland
✓30.	WVON	Chicago
✓31.	WJMI-F	Jackson, MS
✓32.	WTLC-F	Indianapolis
✓33.	✓WJLH-F	Los Angeles
✓	KKGO-F	Los Angeles
✓35.	KDIA	San Francisco
✓36.	KPRS-F	Kansas City
✓37.	WQMG-F	Greensboro
✓38.	WWDM-F	Columbia, SC
✓39.	WDAO-F	Dayton
✓40.	WLIB	New York
✓41.	WDAS	Philadelphia
✓42.	WDIA	Memphis
✓	WOWI-F	Norfolk
✓44.	WPEG-F	Charlotte
✓45.	WCHB	Detroit
✓46.	KUKQ	Phoenix
✓47.	WXOK	Baton Rouge
✓48.	WZAK-F	Cleveland
✓49.	WLOU	Louisville
✓	WHYZ	Greenville

SPANISH

✓1.	WJIT	New York
✓2.	WADO	New York
✓3.	WRHC	Miami
✓4.	KTNQ	Los Angeles
✓5.	KALI	Los Angeles
✓6.	KWKW	Los Angeles
✓7.	KGBT	McAllen-Browns
✓8.	WQBA	Miami
✓9.	WCMQ-F	Miami
✓10.	WCMQ	Miami
✓11.	KLVE-F	Los Angeles
✓12.	KCOR	San Antonio
✓13.	WOJO-F	Chicago
✓14.	KEYH	Houston
✓15.	KLAT	Houston
✓16.	KXEW	Tucson
✓17.	WHTT	Miami
✓18.	KPHX	Phoenix
✓19.	KLVL	Houston
✓20.	WQBA-F	Miami
✓21.	KWAC	Bakersfield
✓22.	KGST	Fresno
✓23.	KESS-F	Dallas-FW
✓24.	KIWW-F	McAllen-Browns
	✓KIFN	Phoenix
✓26.	KAMA	El Paso

RELIGION

1.	WWDJ	New York
2.	KBRT	Los Angeles
3.	WNJR	Newark
4.	KIEV	Los Angeles
5.	WEMM-F	Huntington
6.	KBIQ-F	Seattle
7.	WROL	Boston
8.	KFAX	San Francisco
	WDJC-F	Birmingham
10.	KPBC	Dallas-FW
11.	WMUZ-F	Detroit
	WRBS-F	Baltimore
13.	KGOL-F	Houston
	KCFO	Tulsa
15.	KEAR-F	San Francisco
16.	KCIJ	Shreveport
17.	WYCB	Washington
18.	WEZE	Boston
	KSKY	Dallas-FW
	WWMO-F	Greens-WS
21.	WDAC-F	Lancaster
	WPIT-F	Pittsburgh
23.	KGDN	Seattle
24.	WPIT	Pittsburgh
	WENN	Birmingham
26.	WYZE	Atlanta
27.	WCGL	Jacksonville
28.	KYMS-F	Anaheim
29.	KWAM-F	Memphis
	WYLO	Milwaukee
	WZZD	Philadelphia

BIG BAND/NOST

1.	WNEW	New York
2.	WPEN	Philadelphia
3.	WJAS	Pittsburgh
4.	WXKS	Boston
5.	KEZW	Denver
6.	KPRZ	Los Angeles
7.	KMPX-F	San Francisco
8.	WDAE	Tampa
9.	WLKW	Providence
10.	WCOL	Columbus
11.	WMLX	Cincinnati
12.	WITH	Pittsburgh
13.	KFJZ	Dallas-FW
14.	WBBG	Cleveland
15.	KIXI	Seattle
16.	WLQY	Miami
17.	WECK	Buffalo
18.	KUPL	Portland
19.	WGUL	Tampa
20.	WFBL	Syracuse
	KJLA	Kansas City
22.	WMAS	Springfield,MA
	KMLO	San Diego
	WVCG	Miami
25.	KLIV	San Jose
26.	WEAM	Washington
	WAVZ	New Haven
28.	KLFF	Phoenix
29.	WRHY-F	York
30.	WKAT	Miami

CLASSICAL

1.	WQXR-F+	New York
2.	WFMT-F	Chicago
3.	WGMS-F+	Washington
4.	WNCN-F	New York
5.	WFLN-F+	Philadelphia
6.	KKHI-F+	San Francisco
7.	KFAC-F	Los Angeles
8.	KDFC-F+	Los Angeles
9.	KING-F	Seattle
10.	WQRS-F	Detroit
11.	KVOD-F	Denver
12.	WCRB-F	Boston
13.	KFSD-F	San Diego
14.	WCLV-F	Cleveland
15.	WTMI-F	Miami
16.	KLEF-F	Houston
17.	KHFM-F	Albuquerque
18.	KFAC	Los Angeles
	WRR-F	Dallas
20.	WFMR-F	Milwaukee
21.	KXTR	Kansas City
22.	WNIB-F	Chicago
	KHEP-F	Phoenix
24.	WGH-F	Norfolk

AMERICA'S LEADING STATIONS - 12+ METRO SHARE**

1.	WJBC	Bloomington,Ill	40.7
2.	WWNC	Asheville*	39.3
3.	KGBT	McAllen-Browns	32.6
4.	WFBG	Altoona*	30.7
5.	WMT	Cedar Rapids*	30.3
6.	KWLO	Waterloo*	29.3
7.	WQSM-F	Fayetteville*	25.8
8.	KUTI	Yakima*	25.2
9.	KFAB	Omaha	25.0
10.	WKEE-F	Huntington	24.2
11.	WTIC	Hartford	23.8
12.	WBBQ-F	Augusta*	23.6
13.	WNDU-F	South Bend*	23.5
14.	WCCK-F	Erie*	23.4
15.	KWTO-F	Springfield,MO*	23.0
16.	WCCO	Minneapolis	22.9
17.	WWVA	Wheeling*	22.6
18.	WVAF-F	Charleston, WV*	22.0
19.	KMOX	St. Louis	21.8
20.	KIXZ	Amarillo*	21.6
21.	KVOL	Lafayette*	21.3
22.	KFGO	Fargo*	21.1
23.	WOWO	Fort Wayne	20.5
24.	WIXX-F	Green Bay*	20.4
25.	WACO	Waco*	20.2
26.	WIKY-F	Evansville*	20.1
27.	WNOK-F	Columbia, SC	20.0
28.	WJET	Erir,PA*	19.8
	KDKA	Pittsburgh	19.8
30.	KSOO	Sioux Falls*	19.7
31.	WHHY	Montgomery*	19.6
32.	KYYA-F	Billings*	19.5
33.	WKSJ-F	Mobile	19.3
34.	WIVK-F	Knoxville	19.0
35.	KTMT-F	Medford*	18.7
36.	WQDW-F	Greenv-NB*	18.6
37.	WDIZ-F	Melbourne*	18.5
38.	WJMI-F	Jackson, MS*	18.4

AMERICA'S LEADING FM STATIONS - 12+ METRO SHARE**

1.	WQSM-F	Fayetteville*	25.8
2.	WKEE-F	Huntington	24.2
3.	WBBQ-F	Augusta*	23.6
4.	WNDU-F	South Bend*	23.5
5.	WCCK-F	Erie*	23.4
6.	KWTO-F	Springfield,MO*	23.0
7.	WVAF-F	Charleston, WV*	22.0
8.	WIXX-F	Green Bay*	20.4
9.	WIKY-F	Evansville*	20.1
10.	WNOK-F	Columbia, SC	20.0
11.	KYYA-F	Billings*	19.5
12.	WKSJ-F	Mobile	19.3
13.	WIVK-F	Knoxville	19.0
14.	KTMT-F	Medford*	18.7
15.	WQDW-F	Greenv-NB*	18.6
16.	WDIZ-F	Melbourne*	18.5
17.	WJMI-F	Jackson, MS*	18.4
18.	WKQQ-F	Lexington	18.2
19.	WLWI-F	Montgomery*	18.0
20.	KHFI-F	Austin	17.8
	WPVR-F	Roanoke	17.8
22.	WEAS-F	Savannah*	17.7
	WZZK-F	Birmingham	17.7
	KSSN-F	Little Rock	17.7
	KZFM-F	Corpus Christi	17.7
26.	WAAV-F	Wilmington,NC*	17.5
27.	KLLL-F	Lubbock	17.4
28.	WKDQ-F	Evansville*	17.3
	WSOC-F	Charlotte	17.3
	WMEE-F	Fort Wayne	17.3
31.	KQCR-F	Cedar Rapids*	17.2
32.	KTTS-F	Springfield, MO*	17.1
33.	KFMQ-F	Lincoln*	16.9
	WEZO-F	Rochester	16.9
35.	WHRK-F	Memphis	16.7
36.	WGLF-F	Tallahassee*	16.5
	WFMF-F	Baton Rouge	16.5
38.	WMAZ-F	Macon*	16.4
	WMRV-F	Binghampton*	16.4

* Market surveyed in Spring 81

** Based on 1/4 HR AVG, Metro Share, 12+, Broadcast Week

NATIONAL FM SHARES*

METRO

FALL 81	58.651%	(10,478,800 of 17,866,400)
SPRING 81	57.353	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116	(9,480,500 of 16,894,600)
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
APR/MAY 79	50.887	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698	(7,525,600 of 14,843,000)
APR/MAY 78	47.638	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501	(6,561,700 of 14,110,900)
APR/MAY 77	44.428	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818	(6,079,600 of 13,874,200)
APR/MAY 76	40.886	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO):

OCT/NOV 76 to OCT/NOV 77: 6.123%
OCT/NOV 77 to OCT/NOV 78: 9.026%
OCT/NOV 78 to OCT/NOV 79: 5.756%
OCT/NOV 79 to OCT/NOV 80: 4.641%
OCT/NOV 80 to OCT/NOV 81: 4.512%

ADI

FALL 81	59.53%	(10,860,100 of 18,243,100)
SPRING 81	58.47	(10,880,900 of 18,610,600)
OCT/NOV 80	56.96	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42	(9,038,100 of 16,919,000)
APR/MAY 79	52.25	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27	(8,328,600 of 16,244,500)
APR/MAY 78	48.69	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82	(7,474,700 of 15,631,600)
APR/MAY 77	45.83	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78	(7,096,200 of 16,208,900)
APR/MAY 76	42.01	(6,853,400 of 16,312,900)
APR/MAY 75	38.91	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI):

OCT/NOV 76 to OCT/NOV 77: 9.228%
OCT/NOV 77 to OCT/NOV 78: 7.215%
OCT/NOV 78 to OCT/NOV 79: 4.193%
OCT/NOV 79 to OCT/NOV 80: 6.627%
OCT/NOV 80 to OCT/NOV 81: 4.512%

---

* Based on MSA or ADI, 1/4 HR AVG. 12+, Broadcast Week. All stations reported in survey are included.

ADI RANKINGS - FM SHARE OF AUDIENCE*

FALL 81 RANK	MARKET	FAL 81	SPG 80	O/N 80	A/M 75
1.	Washington	74.18%	74.64%	69.42%	47.73%
2.	Charlotte	73.78	71.73	61.64	40.50
3.	Houston	70.19	70.05	64.64	40.42
4.	Atlanta	69.99	70.05	67.67	45.62
5.	Orlando	69.58	67.35	68.98	44.50
6.	Philadelphia	69.24	66.65	64.42	43.74
7.	Grand Rapids	68.87	69.38	61.55	38.09
8.	Indianapolis	68.11	67.91	63.99	33.54
9.	Tampa	67.32	66.71	64.30	40.65
10.	Detroit	67.27	66.80	63.83	41.12
11.	Norfolk	66.14	65.62	66.48	44.38
12.	Dallas-Fort Worth	65.63	69.28	65.36	37.94
13.	San Diego	65.28	61.59	64.83	33.31
14.	New Orleans	65.02	62.28	57.81	37.34
15.	Dayton	64.38	59.01	54.00	42.89
16.	Nashville	63.88	64.84	62.89	33.96
17.	Boston	63.21	62.31	58.88	44.98
18.	Greenville-Spart	63.19	61.33	57.64	38.77
19.	Cleveland	62.39	62.28	62.07	40.01
20.	Phoenix	60.73	56.46	58.11	34.17
21.	Memphis	60.61	56.88	56.53	27.70
22.	Raleigh	60.57	57.27	52.30	-----
23.	Cincinnati	60.37	56.93	59.96	32.75
24.	Sacramento	60.26	59.87	54.98	34.38
25.	Huntington-Charles	59.83	56.89	55.85	28.62
26.	Baltimore	59.34	59.88	58.73	33.27
27.	Milwaukee	58.81	51.68	54.81	36.28
28.	Oklahoma City	57.84	59.68	56.25	35.78
29.	Los Angeles	56.96	55.01	53.47	39.37
30.	Providence	56.92	54.43	57.24	39.82
31.	Chicago	56.54	53.02	55.34	33.48
32.	Columbus	56.48	64.12	60.31	31.63
33.	Birmingham	56.40	59.77	58.71	-----
34.	Seattle	56.16	50.16	48.40	32.98
35.	Denver	56.11	53.91	50.69	38.31
36.	Louisville	55.32	57.09	57.45	22.04
37.	New York	55.16	53.03	53.27	40.63
38.	Hartford	55.08	51.85	53.74	41.60
39.	San Francisco	54.18	54.16	51.95	34.63
40.	NE PA	53.36	52.59	52.89	31.76
41.	Miami	53.32	52.20	53.08	45.93
42.	Portland	53.28	51.22	47.71	32.14
43.	St. Louis	51.96	48.68	50.00	32.57
44.	Kansas City	51.86	53.27	53.14	42.38
45.	Buffalo	51.67	58.02	51.47	38.99
46.	Minn-St Paul	50.83	51.63	50.37	27.80
47.	Salt Lake City	50.32	45.38	41.85	-----
48.	Pittsburgh	49.76	50.65	46.51	31.56
49.	Albany-Schen-Troy	45.37	47.75	45.93	34.31
50.	San Antonio	44.59	-----	-----	-----
		59.53%	58.47%	56.96%	38.91%

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST	
1. Utica*	20.0
2. Miami	18.8
3. Harrisburg	18.5
McAllen-Browns	18.5
5. Duluth*	18.4
6. South Bend*	18.3
7. Providence	18.2
8. Springfield, MA	18.0

LOWEST	
1. Lynchburg*	12.2
2. Lafayette*	12.7
3. Roanoke	12.8
4. Memphis	13.1
5. Wilmington,NC*	13.5
6. Greenville-NB*	13.7
Macon*	13.7
Charlotte	13.7
Huntington	13.7

MEAN FOR ALL RATED MARKETS

O/N 81	15.94		
O/N 80	15.62	A/M 81	16.04
O/N 79	15.28	A/M 80	15.42
O/N 78	15.41	A/M 79	15.62
O/N 77	15.20	A/M 78	15.42
		A/M 76	15.40
		A/M 75	15.74

* Market surveyed in Spring 81

** The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP**

HIGHEST	
1. Greenville-NewBern*	85.61%
2. Lancaster	83.33
3. Lansing	76.77
4. Melbourne-Titus-Cocoa*	75.39
5. Washington	72.48
6. York	72.34
7. Mobile	71.76
Wilmington, DE	71.76
9. Houston	71.71
10. Beaumont-PA-Orange	71.10
11. Worcester	70.91
12. Dallas-Fort Worth	70.90
13. Terre Haute*	70.67
14. Grand Rapids	70.62
15. Knoxville	70.05
16. Daytona Beach	69.84
17. Lynchburg*	69.66
18. Columbia, SC	69.60
19. Austin	69.37
20. Greensboro-WS	69.18

LOWEST	
1. Washeville*	28.23%
2. Altoona	29.94
3. Honolulu	30.73
4. Tucson	36.83
5. Yakima*	37.05
6. Bakersfield	37.09
7. Medford*	37.41
8. Fargo*	37.43
9. Waterloo*	38.36
10. McAllen-Brownsville	39.42
11. Waco*	40.10
12. Sioux Falls*	40.15
13. Bloomington	40.43
14. Billings	43.44
15. Johnson City-Kings-Bris	43.96
16. Richmond	44.31
17. Albany-Schen-Troy	44.55
18. Des Moines	44.95
19. Daven-RI-Moline	45.31
20. Duluth*	45.34

* Market surveyed in Spring 81

** FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	822,300 (113)	4,426,300 (413)	5,248,600 (551)	29.31%
MOR/AC	1,989,600 (337)	1,074,400 (95)	3,064,000 (432)	17.11
BTFL MUSIC	190,300 (34)	2,274,400 (202)	2,417,700 (236)	13.50
COUNTRY	1,104,500 (226)	1,077,800 (167)	2,182,300 (393)	12.19
NEWS/TALK	1,810,900 (82)	37,400 (1)	1,848,300 (83)	10.32
BLACK/URBAN/JAZZ	464,200 (89)	1,246,200 (63)	1,710,400 (152)	9.55
SPANISH	398,900 (43)	75,200 (14)	474,100 (57)	2.65
NOSTALGIA/BIG BAND	395,600 (68)	27,500 (8)	423,100 (74)	2.36
CLASSICAL	24,600 (8)	226,000 (26)	250,600 (34)	1.40
RELIGION	157,600 (94)	70,500 (42)	228,100 (136)	1.27
UNKNOWN/OTHER	46,200 (27)	13,700 (12)	59,900 (39)	0.33
TOTALS	7,404,700 (1121)	10,502,400 (1067)	17,907,100 (2187)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format.

FORMAT PERCENTAGES - AM AND FM BANDS

	AM	FM	COMBINED	SPG 81	O/N 80	O/N 79	O/N 78	O/N 77
ROCK/AOR/CONTEMP	11.11%	42.15%	29.31%	31.51%	32.80%	31.68%	34.73%	34.31%
MOR/AC	26.87	10.23	17.11	16.45	15.67	16.30	16.61	16.32
BTFL MUSIC	2.65	21.66	13.50	14.61	15.19	16.42	17.32	18.04
COUNTRY	14.92	10.26	12.19	12.12	10.17	8.63	8.31	7.96
NEWS/TALK	24.46	0.36	10.32	9.13	10.63	10.81	10.23	10.92
BLACK/URB/JAZZ	6.27	11.87	9.55	9.07	9.68	10.47	7.62	6.59
SPANISH	5.39	0.72	2.65	2.12	2.37	2.47	2.02	1.64
NOST/BIG BAND	5.34	0.26	2.36	2.04	0.88	0.24	0.11	NA
CLASSICAL	0.33	2.15	1.40	1.30	1.41	1.59	1.78	1.87
RELIGION	2.13	0.67	1.27	1.23	1.22	1.18	0.98	0.98
OTHERS/UNKNOWN	0.62	0.13	0.33	0.41	0.49	0.46	0.81	NA

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 29.31%)

HIGHEST %		LOWEST %	
1. Fayetteville, NC*	67.8	1. Memphis	18.7
2. Lafayette, LA*	59.1	2. New York	18.9
3. Waterloo*	54.1	3. West Palm Beach	19.0
4. Austin	52.3	4. Miami	20.6
5. Anchorage	51.5	Birmingham	20.6
6. Corpus Christi	49.9	6. Washington	21.0
7. Richland, WA*	48.8	Sarasota*	21.0
8. Binghampton*	48.4	Columbus,GA*	21.0
9. Colorado Springs	48.3	9. Lakeland*	21.3
10. Lansing	48.0	10. Dallas	23.5
Erie*	48.0	11. Charlotte	24.3
12. Huntsville*	46.8	12. Charleston, SC	24.8
Daven-RI-Moline	46.8	13. Baltimore	25.1
14. Tallahassee*	46.2	14. Asheville*	25.4

BEAUTIFUL MUSIC (National Average: 13.50%)

HIGHEST %		LOWEST %	
1. Sarasota*	33.3	1. Austin	0.0
2. Daytona Beach	33.2	2. Fayetteville,NC*	4.2
3. Tampa	29.4	3. Lafayette*	4.4
4. Atlantic City*	24.4	4. McAllen-Browns	4.9
5. Melbourne*	24.3	5. Bloomington	5.7
6. West Palm Beach	24.6	6. Daven-RI-Moline	6.3
7. Anchorage	23.3	7. Augusta,GA*	6.6
8. Peoria	23.1	8. Birmingham	7.1
9. Modesto	22.9	Johnson City-Kings	7.1
10. Evansville*	22.8	10. Duluth*	7.3
11. Worcester	21.1	11. Tallahassee	7.6
12. Springfield, MA	21.0	12. New Orleans	7.8
Ft. Lauderdale	21.0	Honolulu	7.8
14. Grand Rapids	20.9	14. Columbia, SC	8.2

NOTE: Format information for this section came from January or February editions of SRDS and/or the 1981 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

* Market surveyed in Spring 81

MOR/ADULT CONTEMP (National Average: 17.11%)

HIGHEST %	
1. Bloomington, IL	47.5
2. NE PA	40.9
3. Knoxville	36.7
4. Lincoln*	36.3
5. Hartford	35.3
6. Worcester	34.6
Pittsburgh	34.6
8. Atlantic City*	33.4
Syracuse	33.4
10. Manchester*	32.2
11. Springfield, MA	32.1
12. Reading*	31.8
13. Steubenville*	31.7
14. Cedar Rapids*	31.5
15. Baltimore	31.3

LOWEST %	
1. Columbus,GA*	0.0
2. Fayetteville,NC*	0.0
3. Fargo*	0.0
4. Corpus Christi	1.3
Shreveport	1.3
6. Montgomery*	1.4
7. Tallahassee*	1.6
8. San Antonio	2.2
9. Kansas City	2.5
10. Huntsville*	2.6
11. Evansville*	2.9
12. McAllen-Browns	3.3
13. El Paso	3.8
14. Beaumont-PA-Orange	4.2

COUNTRY (National Average: 12.19%)

HIGHEST %	
1. Asheville*	47.8
2. Fargo*	46.7
3. Johnson City-Kings	40.8
4. Springfield, MO*	38.9
5. Tulsa	38.6
6. Lakeland*	37.2
7. Waco*	37.0
8. Wichita	36.0
9. Johnstown, PA*	34.9
10. Lubbock	33.3
11. Topeka*	32.7

LOWEST %	
1. Boston	0.5
2. Atlantic City*	1.8
3. Hartford	2.2
4. Bridgeport	2.7
Springfield, MA	2.7
6. Miami	3.0
7. Worcester	3.4
8. New Haven	3.5
9. Providence	3.6
10. Knoxville	3.9
11. New York	4.0

NEWS/TALK (Nat Avg: 10.32%)

1. Minn-SP	25.4
2. St. Louis	22.8
3. New York	19.9
4. Philadelphia	19.7
5. Los Angeles	19.1
6. Des Moines	17.8
7. San Fran	16.4
8. Youngstown	14.8
9. Ft Lau	13.7
10. Seattle	13.5
11. Boston	12.4
12. Houston	12.3
13. West Palm	12.1
14. Detroit	12.0
15. Portland	11.7

BLACK/URBAN (Nat Avg: 9.55%)

1. Colum,GA*	33.7
2. Savannah*	32.7
3. Memphis	30.7
4. Jackson,MS*	28.6
5. Macon*	28.1
6. Char,SC	26.5
7. Green-NB*	22.5
8. Washington	21.1
9. Baton Rouge	21.2
10. Mobile	20.9
11. Col, SC	20.8
12. New York	19.9
Richmond	19.9
14. Pensacola*	18.8
15. Tallahassee*	18.5

SPANISH (Nat Avg: 2.65%)

1. McAllen	45.7
2. Miami	39.1
3. Cor Chr	23.7
4. San Ant	18.5
5. Bakers	16.9
El Paso	16.9
7. Sal-Sea	10.0
Phoenix	10.0
9. Fresno	9.6
10. Los Ang	8.9
11. Pueblo*	7.6
12. Stockton	7.4
13. Houston	6.0
14. Austin	5.9
15. Modesto	5.6

RELIGION (Nat Avg: 1.27%)

1. Huntington	9.1
2. Shreveport	8.7
3. Birmingham	8.1
4. Jckville	7.4
5. JC-Kings	6.2
6. Lancaster	5.8
7. Colum,GA*	5.7
8. Eug-Spr	5.4
9. Lubbock	5.2
Tulsa	5.2
11. Billings*	4.9
12. Green-NB*	4.6
Jackson,MS*	4.6
14. Spring,MO*	4.4
15. Gr Rapids	4.3

CLASSICAL (National Average: 1.40%)

1. Washington	4.5
2. San Diego	4.2
3. Denver	4.0
4. San Fran	3.9
Seattle	3.9
6. Cleveland	3.2
7. Milwaukee	3.1
8. Albuquerque	2.6
9. Norfolk	2.5
10. Reno*	2.4
11. New York	2.3
12. Kansas City	2.0
Phil	2.0

THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations, (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average of all the stations in the group (12+, TSA, 1/4 HR AVG).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work and it's fun to study. If you think about it I think you will agree that it is quite accurate.

* Based on TSA, 12+, Mon-Sun, 6AM-MID

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

O/N 78 RANK	O/N 79 RANK	O/N 80 RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
2	1	1	1.	ABC	7902	13	607.8	4.7	6.6	19.594	254.720
1	2	2	2.	CBS	7046	14	503.3	4.9	9.6	10.699	149.792
5	4	3	3.	NBC	4910	8	613.8	4.8	8.0	15.984	127.875
3	3	4	4.	Metromedia	5400	14	385.7	8.1	9.1	5.233	73.257
7	6	5	5.	Westinghouse	5999	12	500.0	17.0	5.0	5.882	70.588
4	5	7	6.	RKO	5632	11	512.0	9.2	9.7	5.737	63.111
-	10	6	7.	Inner City	2563	6	427.2	3.0	18.7	7.615	45.690
-	-	-	8.	Infinity	3123	6	520.5	12.7	8.3	4.938	29.627
40	34	29	9.	Greater Media	2276	10	227.6	4.2	18.4	2.945	29.450
9	12	12	10.	Century	1904	6	317.3	5.3	12.8	4.677	28.063
11	13	10	11.	Hearst	1560	6	260.0	18.0	3.3	4.377	26.263
12	9	14	12.	Bonneville	3557	11	323.4	15.0	10.4	2.073	22.804
8	11	9	13.	Capital Cities	5055	14	361.1	20.1	11.7	1.535	21.497
13	14	13	14.	Taft	2809	12	234.0	27.0	5.0	1.733	20.800
15	15	11	15.	Gannett	2944	13	226.5	11.2	12.7	1.592	20.701
10	8	15	16.	Cox	3275	12	272.9	27.3	7.1	1.408	16.895
--	26	16	17.	Doubleday	1391	7	198.7	12.6	9.4	1.678	11.746
21	19	17	18.	Plough	2264	12	188.7	21.3	9.1	.974	11.682
--	33	19	19.	First Media	1449	7	207.0	14.7	9.7	1.452	10.162
19	20	18	20.	GE	1694	8	211.8	31.6	5.3	1.265	10.117
14	22	22	21.	LIN	1589	10	158.9	18.6	10.2	.838	8.376
23	24	24	22.	Malrite	1698	10	169.8	22.0	9.5	.812	8.124
--	--	26	23.	Heftel	1535	7	219.3	26.7	7.3	1.125	7.876
--	--	--	24.	Gulf	1656	10	165.6	27.1	8.5	.719	7.189
28	17	21	25.	Golden West	1330	8	166.3	14.6	13.1	.869	6.956

O/N 78 RANK	O/N 79 RANK	O/N 80 RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
25	31	20		Storz	1141	6	190.2	26.5	6.2	1.158	6.946
26	23	27	27.	United	1188	7	169.7	12.1	15.3	.917	6.417
20	29	28	28.	Nationwide	1154	7	164.9	31.4	5.9	.890	6.231
17	21	23	29.	Harte-Hanks	1556	11	141.5	33.6	8.0	.525	5.775
--	--	32	30.	Viacom	1279	7	182.7	17.1	13.6	.786	5.499
30	30	31	31.	Tribune	1675	5	335.0	36.0	9.0	1.034	5.169
27	28	25	32.	Group One	1071	8	133.9	35.0	6.4	.598	4.782
43	36	39	33.	Outlet	1375	7	196.4	25.7	11.4	.670	4.692
--	--	30	34.	Metroplex	897	6	149.5	15.8	14.0	.676	4.055
36	45	45	35.	Shamrock	1129	7	161.3	24.1	11.6	.577	4.039
29	25	34	36.	Meredith	951	6	158.5	38.7	6.2	.661	3.963
18	27	36	37.	Fairbanks	1154	7	164.9	34.3	8.6	.559	3.913
42	48	47	38.	Hubbard	895	5	179.0	67.6	3.4	.779	3.894
39	43	33	39.	Entercom	820	8	102.5	13.0	16.3	.484	3.870
24	39	35	40.	Charter	723	6	120.5	14.8	13.7	.594	3.566
48	46	40	41.	Great Trails	916	8	114.5	39.0	7.4	.397	3.174
--	--	--	42.	Katz	1044	5	208.8	63.0	5.4	.614	3.069
--	--	--	43.	Sandusky News	918	8	114.8	26.6	11.3	.382	3.055
--	--	50	44.	EZ	802	5	160.4	37.6	7.0	.609	3.047
34	32	38	45.	Susquehanna	1465	13	112.7	46.0	10.5	.233	3.033
--	47	43	46.	Scripps-Howard	832	6	138.7	39.2	7.8	.454	2.722
35	44	44	47.	Jeff-Pilot	1400	11	127.3	67.5	7.7	.245	2.694
46	37	41	48.	Affiliated	1031	10	103.1	44.0	8.8	.266	2.660
--	--	--	49.	King	1094	9	121.6	38.4	11.2	.283	2.545
--	--	--	50.	BENI	768	8	96.0	31.0	10.3	.301	2.405
--	--	--		Capitol (WRAL)	979	7	139.9	75.4	5.4	.344	2.405

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

O/N 78	O/N 79	O/N 80	FAL 81	GROUP	STATIONS	TOTAL	AVG PER STATION
1	1	2	1.	ABC	13	7902	607.8
2	2	1	2.	CBS	14	7046	503.3
7	4	3	3.	Westinghouse	12	5999	500.0
3	6	7	4.	RKO	11	5632	512.0
4	3	4	5.	Metromedia	14	5400	385.7
5	5	5	6.	Capital Cities	14	5055	361.1
10	8	6	7.	NBC	8	4910	613.8
8	10	9	8.	Bonneville	11	3557	323.4
9	9	10	9.	Cox	12	3275	272.9
-	-	-	10.	Infinity	6	3123	520.5
13	13	12	11.	Gannett	13	2944	226.5
11	11	11	12.	Taft	12	2809	234.0
--	12	13	13.	Inner City	6	2563	427.2
27	17	14	14.	Greater Media	10	2276	227.6
20	21	15	15.	Plough	12	2264	188.7
19	16	18	16.	Century	6	1904	317.3
24	27	21	17.	Malrite	10	1698	169.8
16	19	17	18.	GE	8	1694	211.8
14	14	16	19.	Tribune Co.	5	1675	335.0
--	56	65	20.	Gulf	10	1656	165.6
18	22	25	21.	LIN	10	1589	158.9
22	26	20	22.	Hearst	6	1560	260.0
20	18	19	23.	Harte Hanks	11	1556	141.5
--	28	24	24.	Heftel	7	1535	219.3
23	23	23	25.	Susquehanna	13	1465	112.7
--	37	36	26.	First Media	7	1449	207.0
34	24	26	27.	Jefferson-Pilot	11	1400	127.3
--	45	29	28.	Doubleday	7	1391	198.7
45	33	31	29.	Outlet	7	1375	196.4
28	20	22	30.	Golden West	8	1330	166.3
--	--	30	31.	Viacom	7	1279	182.7
30	31	34	32.	United	7	1188	169.7
25	35	32	33.	Nationwide	7	1154	164.9
21	25	33		Fairbanks	7	1154	164.9
33	38	35	35.	Storz	6	1141	190.2
26	29	28	36.	Multimedia	12	1136	94.7
35	39	43	37.	Shamrock	7	1129	161.3
32	41	42	38.	King	9	1094	121.6
29	32	27	39.	Group One	8	1071	133.9
--	--	--	40.	Katz	5	1044	208.8
54	40	41	41.	Affiliated	10	1031	103.1
--	--	--	42.	Capitol (WRAL)	7	979	139.9
31	30	39	43.	Meredith	6	951	158.5
44	48	55	44.	Guy Gannett	8	947	118.4
--	--	--	45.	Sandusky News	8	918	114.8
52	51	48	46.	Great Trails	8	916	114.5
38	47	47	47.	Park	14	913	65.2
--	--	38	48.	Metroplex	6	897	149.5
53	54	56	49.	Hubbard	5	895	179.0
43	43	44	50.	Mid America	10	892	89.2

O/N 78	O/N 79	O/N 80	FAL 81	GROUP	STATIONS	TOTAL	AVG PER STATION
41	46	50	51.	Booth	8	866	108.3
36	34	37	52.	Swanson	8	844	105.5
--	49	49	53.	Scripps-Howard	6	832	138.7
49	50	40	54.	Entercom	8	820	102.5
48	57	58	55.	EZ	5	802	160.4
46	52	53	56.	Federated	7	789	112.7
71	63	80	57.	BENI	8	768	96.0
37	42	46	58.	Rust	9	763	84.8
56	55	51	59.	Summit	8	762	95.3
57	64	68	60.	Lotus	10	746	74.6
39	53	45	61.	Charter	7	723	60.1
--	67	63	62.	Des Moines Reg-Trib	6	652	108.7
42	36	54	63.	Insilco	7	640	91.4
--	61	61	64.	Tichenor	5	616	123.2
61	66	69	65.	Stoner	10	593	59.3
65	60	64	66.	Great Empire	10	590	59.0
--	73	59	67.	Sudbrink	7	588	84.0
--	58	57	68.	Beck Ross	6	577	91.2
--	--	--	69.	Josephson	6	575	95.8
51	62	60	70.	Associated	10	560	56.0
--	75	67	71.	Western Cities	6	545	90.8
60	65	62	72.	Bluegrass	7	534	76.3
69	76	72	73.	Newhouse	5	533	106.6
--	--	--	74.	Shamrock Comm	6	530	88.3
--	--	--	75.	Bloomington	6	488	81.3
--	--	66	76.	Liggett	6	459	76.5
66	71	82	77.	Sterling	9	455	50.6
73	83	75	78.	Capitol (Johnson)	6	452	75.3
--	--	74	79.	Regional	8	422	52.8
--	77	77	80.	Sunbelt	5	421	84.2
--	78	76		Clear Channel	7	421	60.1
--	--	70	82.	Buckley	5	416	83.2
70	80	83	83.	McClatchy	7	412	58.9
64	70	73	84.	Stauffer	8	403	50.4
--	--	--		Security	5	403	80.6
--	81	85	86.	Stuart	5	368	73.6
55	59	71	87.	Rollins	5	348	69.6
75	74	81	88.	Beasley	7	334	47.7
68	82	86	89.	Midwest Family	8	311	38.9
--	79	87		Davis and Weaver	5	311	62.2
--	--	--	91.	Manship	5	308	61.6
--	--	--	92.	Eastman	5	270	54.0
--	--	--	93.	Hicks	5	255	51.0
72	84	90	94.	Bahakel	7	247	35.3
--	87	89	95.	Peoria Journal Star	6	246	41.0
--	86	84	96.	Broadcast Associates	5	234	46.8
74	85	91	97.	Hatch	6	214	35.7
--	--	--	98.	Executive	5	205	41.0
--	--	92	99.	Buck	6	189	31.5
--	--	--	100.	Epperson-Atsinger	6	169	28.2
--	--	--	101.	Forward	6	161	26.8
--	--	--	102.	Walton	5	119	23.8
--	--	--	103.	Mortenson	5	84	16.8

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

O/N 78	O/N 79	O/N 80	FAL 81	GROUP	TOTAL CUME	AVG PER STATION
1	1	2	1.	ABC	13,808,000	1,062,200
2	2	1	2.	CBS	13,096,400	935,500
4	3	3	3.	Westinghouse	9,712,800	809,400
6	4	4	4.	Metromedia	8,849,900	632,100
7	6	5	5.	NBC	8,812,100	1,101,500
3	5	6	6.	RKO	8,706,400	791,500
6	7	7	7.	Capital Cities	7,770,200	555,000
10	10	9	8.	Bonneville	5,155,700	468,700
8	8	8	9.	Cox	4,945,600	412,100
11	12	10	10.	Gannett	4,485,500	345,000
12	11	11	11.	Taft	4,068,200	339,000
--	--	--	12.	Infinity	4,057,100	676,200
26	16	12	13.	Greater Media	3,533,700	353,400
--	13	14	14.	Inner City	3,328,500	554,800
20	21	15	15.	Plough	3,077,800	256,500
14	14	13	16.	Tribune Co.	2,926,000	585,200
22	22	16	17.	Century	2,806,000	487,700
15	18	20	18.	LIN	2,611,000	261,100
18	17	17	19.	Golden West	2,606,000	325,800
29	29	22	20.	Malrite	2,530,000	253,000
16	19	18	21.	GE	2,449,800	306,200
--	--	--	22.	Gulf	2,404,700	240,500
24	20	19	23.	Harte-Hanks	2,383,700	216,700
21	23	21	24.	Hearst	2,330,200	388,400
--	44	28	25.	Doubleday	2,328,100	332,600
41	30	27	26.	Outlet	2,321,600	331,700
--	33	24	27.	Heftel	2,286,300	326,600
32	24	23	28.	Jefferson-Pilot	2,219,600	201,800
--	38	38	29.	First Media	2,188,100	312,600
33	31	26	30.	Susquehanna	2,114,700	162,700
--	--	29	31.	Viacom	2,081,000	297,300
23	26	25	32.	Storz	2,040,500	340,100
25	28	30	33.	King	1,953,800	271,700
27	27	31	34.	Nationwide	1,885,400	269,300
24	25	32	35.	Fairbanks	1,875,600	267,900
34	34	36	36.	Shamrock	1,756,800	251,000
28	35	34	37.	Multimedia	1,709,100	142,400
30	32	37	38.	Meredith	1,626,000	271,000
31	39	33	39.	Charter	1,602,300	267,100
35	36	35	40.	Group One	1,594,900	199,400
37	41	39	41.	United	1,572,400	224,000
--	--	--	42.	Guy Gannett	1,517,700	189,700
45	49	43	43.	Great Trails	1,463,600	183,000
--	--	--	44.	Sandusky News	1,446,100	180,800
--	45	44	45.	Affiliated	1,423,900	142,400
--	--	--	46.	Katz	1,365,300	273,100
--	--	48	47.	Metroplex	1,362,500	227,100
40	47	45	48.	Park	1,360,300	97,200
42	46	42	49.	Mid America	1,338,900	133,900
47	50	50	50.	Hubbard	1,309,900	262,000

NOTE: 12+ Cume, Figures in hundreds

MAJOR GROUP OWNERS

ABC (Ben Hoberman)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WABC	NY	880	24606	12	1	Contemp
WPLJ-F	NY	1183	17935	8	1	AOR
WLS	Chi	914	19861	3	3	Rock
WLS-F	Chi	378	8549	10	3	Rock
KGO	SF	851	11171	1	7	Talk
KSFX-F	SF	153	3522	18	7	Rock
KABC	LA	1177	14888	1	2	Talk
KLOS-F	LA	769	12085	4	2	AOR
WXYZ	Det	392	7427	3	5	Talk
WRIF-F	Det	378	4030	4	5	AOR
WMAL	Wash	475	6575	1	8	MOR/Talk
WRQX-F	Wash	237	5014	7	8	Rock
KSRR-F	Hous	115	2425	14	9	AOR

AFFILIATED COMMUNICATIONS (Jay Berkson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WOKV	Jkville	32	561	10	57	AC
WAIV-F	Jkville	106	1421	5	57	Contemp
WSAI	Cin	71	1399	14	28	Country
WSAI-F	Cin	51	1213	16	28	Country
KRAK	Sacra	222	2363	2	39	Country
KEWT-F	Sacra	153	1901	4	39	BTFL
KMPS	Sea	89	1296	16	16	Country
KMPS-F	Sea	83	1221	18	16	Country
WHYN	Spr,MA	94	1578	2	80	AC
WHYN-F	Spr,MA	130	1286	1	80	BTFL

Others: WFAS, WWYD-F (White Plains,NY)

ASSOCIATED (Myles Berkman)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSOL	Tampa		DID NOT SHOW			
WWOL	Buffalo	72	599	9	32	Country
WACJ-F	Buffalo	35	601	13	32	AC
WPXN	Roch	79	1011	6	41	Big Band
WPXY-N	Roch	78	1305	7	41	Contemp
WPIT	Pitt	33	597	21	13	Religion
WPIT-F	Pitt	36	930	20	13	Religion

ASSOCIATED (cont'd)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSNI-F	Phil	163	3015	19	4	AC
WRCP	Phil		DID NOT SHOW			
WSTV	Steuben*	19	345	4	199	MOR
WRKY-F	Steuben*	26	486	1	199	Rock

BAHAKEL (Cy Bahakel)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KXEL	Water*	39	564	4	217	Country
KCNB-F	Water*	42	667	3	217	Rock
WDOD	Chatta	45	787	5	96	Country
WDOD-F	Chatta	89	1305	3	96	Country
WKIN	Kings	14	304	15	95	MOR
WWOD	Lynch*	15	162	6	204	Country
WKZZ	Lynch*	3	83	13	204	? ? ?

Others: WLBJ A/F (Bowling Green,KY); WABG (Greenwood,MS)

BEASLEY (George Beasley)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMOO	Mobile	11	115	11	91	Religion
WBLX-F	Mobile	67	911	4	91	Black
WGAC	Aug*	17	364	8	127	MOR
WKBX	Savan*	7	143	12	161	MOR
WSGF-F	Savan*	38	753	6	161	Rock
WFAI	Fayeete*	23	364	7	154	Contemp
WDMT-F	Cleve	171	2212	9	20	Urban

Others: WFMC,WOKN-F (Goldsboro,NC); WWMO-F (Reidsville,NC)

BECK-ROSS (Martin Beck)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKTZ	Jkville	10	158	17	57	Big Band
WKTZ-F	Jkville	121	1379	3	57	BTFL
WKMF	Flint	35	500	14	81	Country
WGMZ-F	Flint	52	728	8	81	BTFL
WHCN-F	Hartf	161	2697	4	38	AOR
WBLI-F	Long Is	198	3023	27	1	Rock

NOTE: Group must have five stations in rated markets to qualify. Simulcasted stations count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market rank is SMSA rank. * denotes market rated only in Spring.

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BLOOMINGTON	(Tim Ives)					
WJCW	JC-King	83	945	3	95	Country
WQUT-F	JC-King	90	1322	2	95	Rock
WJBC	Bloom,IL	75	774	1	247	MOR
WBNQ-F	Bloom,IL	35	568	3	247	Rock
WGOW	Chatta	25	607	6	96	Contemp
WSKZ-F	Chatta	180	2095	1	96	Rock
BLUEGRASS	(Wm. Stakelin)					
WHOO	Orl	75	1160	6	58	Country
WHOO-F	Orl	86	1664	4	58	Country
WVOC-F	Col,GA*	84	1184	1	158	Contemp
WVLK	Lex	76	1505	4	120	MOR
WVLK-F	Lex	77	1005	3	120	BTFL
WWSA	Sav*	16	256	9	161	MOR
WCHY-F	Sav*	120	1147	1	161	Country
BONNEVILLE	(Arch Madson)					
KBIG-F	LA	810	11119	3	2	BTFL
KOIT-F	SF	154	2750	17	7	BTFL
WCLR-F	Chi	360	7246	11	3	MOR
KMBZ	KC	115	2375	11	29	Country
KMBR-F	KC	192	2291	4	29	BTFL
WRFM-F	NY	1065	11953	10	1	BTFL
KSL	SLC	206	3606	1	42	MOR
KIRO	Sea	373	5856	1	16	News
KSEA-F	Sea	224	2585	4	16	BTFL
KAAM	Dallas	9	360	29	10	AC
KAFM-F	Dallas	49	1416	23	10	AC
BOOTH	(John Booth II, Ralph Booth)					
WRBR-F	S. Bend*	81	1298	2	135	AC
WJLB-F	Det	174	3318	18	5	Black
WMZK	Det	26	583	26	5	Ethnic
WSGS	Sag*	101	903	2	162	MOR
WIOG-F	Sag*	69	1102	4	162	Rock
WTOD	Tol	119	912	5	54	Country
WKLR-F	Tol	60	841	7	54	Country
WZZP-F	Cleve	236	3835	4	20	AC

Others: WIOU,WZWZ-F (Kokomo,Ind); WIBM-F, WXCM (Jackson,MI)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
BROADCAST ASSOCIATES	(Steve Gold)					
KVEG	LV	48	658	5	88	Country
KFMS-F	LV	28	473	10	88	Country
KSET	EP	53	581	5	84	Rock
KSET-F	EP	22	426	12	84	Urban
KXKS	Alb		DID NOT SHOW			
KKJY-F	Alb	83	838	3	92	BTFL
BDCST ENT NAT (BENI)	(Ragan Henry, Charles Schwartz)					
WAOK	Atl	77	1563	12	17	Black
WCIN	Cin	44	798	18	28	Black
WBLZ-F	Cin	65	1127	15	28	Black (?)
WITH	Balt	105	1411	10	14	Big Band
WPDQ	Jkville	44	791	8	57	Black
WFYV-F	Jkville	107	989	4	57	AOR
WJAS	Pitt	179	2412	9	13	Big Band/Nost
WTLC-F	Indy	147	1351	6	34	Black
BUCK BDCST						
WCLS	Col,GA*	6	134	10	158	Religion
WCOS	Colum,SC	5	156	14	98	Country
WCOS-F	Colum,SC	137	1532	1	98	Country
WHVN	Charlotte	5	111	17	66	Religion
WYZE	Atl	32	418	15	17	Religion/Black
WMGY	Mont,AL*	4	115	11	142	Religion
BUCKLEY	(Richard Buckley)					
WDRC	Hart	54	1463	19	38	Contemp
WDRC-F	Hart	133	2912	8	38	Rock
KWAV-F	Monterey	33	567	6	134	AC
KKHI A/F	SF	132	2460	24	7	Classical
WSEN A/F	Syracuse	64	825	6	62	Country
KGIL A/F	LA		DID NOT SHOW			

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
CAPITAL CITIES	(Jim Arcara)					
WJR	Det	860	12777	1	5	MOR
WJR-F	Det	309	5088	7	5	BTFL
KZLA	LA	60	1077	38	2	Country
KZLA-F	LA	363	4911	16	2	Country
WPRO	Prov	193	3300	4	45	AC
WPRO-F	Prov	199	3517	3	45	Rock
WKBW	Buff	162	3271	6	32	Contemp
WPAT	NY	479	8926	20	1	BTFL
WPAT-F	NY	912	13583	11	1	BTFL
WBAP	Dall-FW	689	9301	1	10	Country
KSCS-F	Dall-FW	388	5820	2	10	Country
WROW	Albany	127	1837	5	53	BTFL/MOR
WROW-F	Albany	128	1547	4	53	BTFL
WKHX-F	Atlanta	186	2747	8	17	Country
CAPITOL	(James Goodman)					
WRAL-F	Raleigh	436	5387	1	78	Contemp
WHTN	Hunt,WV	53	516	2	122	Country
WKEE-F	Hunt,WV	146	1874	1	122	Rock
KMAC	San Ant	8	422	22	36	AC
KISS-F	San Ant	158	1413	4	36	AOR
WRNL	Richmond	82	1178	5	67	Country
WRXL-F	Richmond	96	1197	3	67	AOR
CAPITOL	(Ken Johnson)					
WKSJ	Mobile	12	240	10	91	Country
WKSJ-F	Mobile	132	1536	2	91	Country
WKDY	Spartan	7	200	22	72	Country
WCAW	Char,WV*	89	1100	2	145	Country
WVAF-F	Char,WV*	106	1190	1	145	Rock
WRKA-F	Louis	106	1436	7	44	AC/Contemp
CBS	(Robert Hosking)					
WCBS	NY	1190	24848	7	1	News
WCBS-F	NY	667	12703	14	1	Oldies
KNX	LA	600	13241	6	2	News
KNX-F	LA	453	7309	10	2	Soft Rock
WBBM	Chi	774	15139	4	3	News
WBBM-F	Chi	283	6267	16	3	Contemp
KMOX	St. Lou	882	10046	1	12	News/Talk

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
CBS	(Cont'd)					
KMOX-F	St. Lou	106	2572	12	12	AC
WCAU	Phil	275	5688	14	4	News
WCAU-F	Phil	471	7606	5	4	Rock
WEEI	Boston	377	6451	7	6	News
WEEI-F	Boston	290	5146	9	6	Soft Rock
KCBS	SF	569	10968	2	7	News
KRQR-F	SF	109	2980	27	7	AOR
CENTURY	(Howard Grafman)					
WLOO-F	Chi	678	7219	6	3	BTFL
WAIT	Chi	278	3207	17	3	BTFL
KSHE-F	St. Lou	244	3133	3	12	AOR
WABX-F	Det	236	6028	11	5	AOR
KWST-F	LA	116	3205	34	2	AOR
KMEL-F	SF	352	5268	6	7	AOR
CHARTER	(John Bayliss)					
KIOI-F	SF	205	4730	10	7	AC
WDRQ-F	Det	149	3438	21	5	Contemp
WMJX-F	Mia		DID NOT SHOW			
WOKY	Milw	61	2029	12	27	Contemp
WMIL-F	Milw		DID NOT SHOW			
KCBQ	SD	100	1638	9	19	Country
KCBQ-F	SD	49	1073	21	19	Country
KSLQ-F	St. Lou	159	3115	9	12	Contemp
CLEAR CHANNEL	(John Barger)					
KTXC	Beaum	7	239	13	104	Country
KHYS-F	Beaum	58	656	3	104	Black
WOAI	San Ant	134	2091	7	36	News/Talk
KAJA	San Ant	93	1109	8	36	Country
KELP	EP	15	365	15	84	AC
KMOD	Tulsa	21	586	10	59	Contemp
KMOD-F	Tulsa	93	1119	7	59	AOR

A 31

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
COX	(William Schwartz)					
WSB	Atl	316	5073	2	17	MOR
WSB-F	Atl	116	1871	11	17	BTFL
WLIF-F	Balt	283	3344	3	14	BTFL
WSOC	Char	26	593	12	66	Nostalgia
WSOC-F	Char	453	4260	1	66	Country
WHIO	Dayton	116	1994	4	48	MOR
WHIO-F	Dayton	242	2978	1	48	BTFL
KFI	LA	497	11352	9	2	Contemp
KOST-F	LA	422	6560	13	2	BTFL
WIOD	Miami	178	3338	11	22	MOR
WAIA-F	Miami	143	2187	14	22	AC
WWSH-F	Phil	483	5906	4	4	BTFL
DAVIS & WEAVER	(Bill Weaver)					
KARM	Fresno	55	767	8	82	AC
KFIG-F	Fresno	35	606	12	82	Contemp
KLOK	San Jose/SF	126	2575	11	30	AC
KWIZ	Anaheim	43	1137	24	19	MOR
KWIZ-F	Anaheim	52	850	22	19	AC
DOUBLEDAY	(Gary Stevens)					
KDWB	Minn-SP	85	2834	11	15	Rock
KDWB-F	Minn-SP	235	3756	5	15	AOR
KPKE-F	Denver	153	1765	9	21	AOR
KWK	St. Lou	48	1241	18	12	Rock
KWK-F	St. Lou	234	3307	5	12	AOR
WLLZ-F	Det	479	7582	2	5	AOR
WAVA-F	Wash	157	2796	16	8	AOR
DES MOINES REGISTER	(Richard Gilbert)					
KYXI	Port,OR	62	1566	14	33	News
KGON-F	Port,OR	271	2802	1	33	AOR
KLAK	Denver	43	947	17	21	Country
KPPL-F	Denver	129	1839	12	21	AC
WIBA	Madison	63	1049	6	116	MOR
WIBA-F	Madison	84	1401	4	116	Contemp

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
EASTMAN						
WYNZ-F	Port,M*	33	566	8	150	AOR
WYNZ	Port,M*	32	506	9	150	Big Band
WAPE	Jkville	71	1248	6	57	Country
WIBX	Utica*	75	817	1	115	MOR
WIBQ-F	Utica*	59	676	3	115	BTFL
ENTERCOM	(Joseph Field)					
KBRG-F	SF	33	615	38	7	Spanish
WAYL	Minn-SP	48	1066	15	15	BTFL/MOR
WAYL-F	Minn-SP	158	2359	7	15	BTFL
KLEF	Hou	74	1050	19	9	Classical
KTAC	Tac/Sea	34	901	26	16	AC
KBRD-F	Tac/Sea	139	1721	6	16	BTFL
WEEP	Pitt	222	1887	6	13	Country
WDSY-F	Pitt	112	1631	13	13	Country
EPPERSON-ATSINGER						
KMFM-F	SA	23	406	18	36	Class/Rel
KUKA	SA	26	393	16	36	Spanish
WEZE	Bost	37	590	30	6	Religion
WNYM	NY		DID NOT SHOW			
KCFO-F	Tulsa	48	686	9	59	Religion
WRFD	Colum,OH	26	401	14	37	MOR
KTED-F	Fresno	9	188	24	82	? ?
EXECUTIVE						
WIXY	Spr,MA	22	360	17	80	Country
WAQY-F	Spr,MA	48	1146	7	80	Rock
WPET	Greens,NC	9	190	26	49	Religion
WKRZ	NE PA	12	354	23	64	Big Band
WKRZ-F	NE PA	114	1538	1	64	Rock
EZ	(Art Keller)					
WEZB-F	NO	236	3076	1	34	Rock
WEZC-F	Charl	187	2123	2	66	BTFL
WBZZ-F	Pitt	159	2922	12	13	Rock
WEZR-F	Wash	166	1854	13	8	BTFL
WEZS-F	Rich,VA	54	752	7	67	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
FAIRBANKS	(Jim Hilliard)					
WIBC	Indy	242	3659	3	34	MOR
WNAP-F	Indy	144	2707	7	34	Rock
WVBF-F	Bost	273	4852	10	6	Contemp/AC
WKOX	Bost		DID	NOT SHOW		
KVIL	Dall-FW	31	718	25	10	AC/Contemp
KVIL-F	Dall-FW	362	5093	3	10	AC/Contemp
WJNO	W. Palm	36	766	8	73	MOR
WRMF-F	W. Palm	66	961	4	73	Soft Rock
FEDERATED	(John Dille, III)					
WYEZ-F	S. Bend*	75	897	4	135	BTFL
WQHK	F. Wayne	85	1049	4	103	Country
WMEE-F	F. Wayne	142	2045	2	103	Rock
WCUZ	Gr. Rap	35	1527	12	68	Country
WCUZ-F	Gr. Rap	134	1527	3	68	Country
WCKY	Cin	133	1953	10	28	MOR
WWEZ-F	Cin	185	2426	5	28	BTFL
FIRST MEDIA	(Glenn Potter)					
KFMK-F	Hou	255	3193	8	9	AC
KXAM	Phoe	14	230	22	25	Dance Music
KOPA-F	Phoe	134	2157	6	25	Rock
WZGC-F	Atl	401	5551	1	17	Contemp
WPGC A/F	Wash	284	4888	5	8	Contemp
WBLE-F	Sea	166	2542	5	16	Rock
WEFM-F	Chi	195	3320	21	3	BTFL
FORWARD	(Richard Dudley)					
WKQE	Talla*	3	63	10	201	AC
WBGM-F	Talla*	31	663	5	201	Contemp
KWLO	Water*	66	1047	1	217	Contemp
KFMW-F	Water*	26	418	7	217	BTFL
WKAU	Kaukaw,WI	14	412	16	132	Contemp
WKAU-F	Kaukaw,WI	21	470	11	132	Contemp

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
GUY GANNETT	(Bob Gilbertson)					
WINZ	Miami	229	3837	5	22	News
WINZ-F	Miami	256	4334	4	22	Rock
WGAN	Port,M*	53	936	5	150	MOR
WGAN-F	Port,M*	124	1482	1	150	BTFL
WXLP-F	Moline	86	1033	1	105	AOR
KSTT	Daven	72	1200	4	105	Contemp
KOFM-F	Okl C	116	2105	6	47	Rock
WRKT A/F	Cocoa,FL*	11	250	9	149	Contemp
GANNETT	(Joe Dorton)					
KPRZ	LA	125	1671	32	2	Big Band
KIIS-F	LA	346	7498	17	2	Rock
KSDO	SD	152	2705	3	19	News
KEZL-F	SD	87	1289	13	19	BTFL
WWWE	Cleve	136	3009	12	20	Country
WDOK-F	Cleve	238	3345	3	20	BTFL
WVON	Chi	168	3465	22	3	Black
WGCI-F	Chi	707	7883	5	3	Black
WCZY-F	Det	221	3190	15	5	AC
WLQV	Det	23	430	28	5	Religion
KSD	St. Lou	308	4509	2	12	Country
KSD-F	St. Lou	227	3380	7	12	AC
WJYW-F	Tampa	206	2481	6	23	BTFL
GENERAL ELECTRIC	(Randall Bongarton)					
KFOG-F	SF	251	3021	7	7	BTFL
KOA	Denv	302	4803	1	21	Talk/News
KOAQ-F	Denv	186	2921	4	21	Rock
WJIB-F	Bost	361	4989	8	6	BTFL
WGY	Schen	311	4244	1	53	MOR
WGFM-F	Schen	94	1587	9	53	Contemp
WSIX	Nash	52	1151	9	51	MOR
WSIX-F	Nash	137	1782	3	51	Country

GOLDEN WEST

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KMPC	LA	317	7114	22	2	Talk
KSFO	SF	223	4785	8	7	MOR
KVI	Sea	107	2245	11	16	Talk
KPLZ-F	Sea	115	1534	9	16	Rock
KEX	Port,O	160	3057	5	33	MOR/Talk
KQFM-F	Port,O	55	1077	15	33	Oldies
WCXI	Det	193	3266	16	5	Country
WTWR-F	Det	160	2982	19	5	Contemp

GREAT EMPIRE (Mike Lynch, Mike Oatman)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFDI	Wichita	85	1402	3	100	Country
KFDI-F	Wichita	37	726	8	100	Country
KWKH	Shrev	98	1602	2	106	Country
KROK-F	Shrev	65	854	5	106	Rock
KYNN	Omaha	24	479	15	70	Country
KYNN-F	Omaha	41	594	10	70	Country
KTTS	Spr,MO*	37	644	5	168	Country
KTTS-F	Spr,MO*	130	1311	1	168	Country
KBRQ	Denv	33	568	22	21	Country
KADX-F	Denv	40	726	19	21	Jazz

GREAT TRAILS (Alexander Williams)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WCII	Louis	131	1954	4	44	Country
WKJJ-F	Louis	126	2164	5	44	Rock
WCOL	Colum,O	113	1562	6	37	Big Band
WXGT-F	Colum,O	155	2943	4	37	Rock
WJAI-F	Dayt/Eaton	53	675	12	48	Country
WING	Dayton	89	1985	7	48	AC
WMKE	Milw	41	791	18	27	Country
WBCS-F	Milw	208	2562	3	27	Country

Others. WIZE (Springfield,OH)

GREATER MEDIA (Herb McCord)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMJX-F	Bost	44	1451	27	6	Contemp/AC
WGAY	Wash	25	569	24	8	BTFL
WGAY-F	Wash	337	4004	3	8	BTFL
KHTZ-F	LA	408	7448	14	2	AC
WMJC-F	Det	230	4567	5	5	Contemp
WHND	Det	84	1287	24	5	Oldies

GREATER MEDIA (Con't)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMGK-F	Phil	645	8718	2	4	AC
WPEN	Phil	302	4269	13	4	Big Band
WCTC	NY (NJ)		DID NOT	SHOW		
WCTO-F	NY (Long Is)	118	1356	34	1	BTFL
WMGQ-F	NY (NJ)	83	1668	38	1	AC

Others: WGSM (Huntington,NY)

GROUP ONE (Roger Berk)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KLZ	Denver	158	2615	7	21	Country
KAZY-F	Denver	163	2805	5	21	AOR
WAKR	Akron	91	1758	2	61	MOR
WAEZ-F	Akron	62	846	8	61	BTFL
WONE	Dayton	124	1690	3	48	Country
WTUE-F	Dayton	149	1927	2	48	AOR
KBOX	Dall-FW	101	1369	15	10	Country
KMEZ-F	Dall-FW	223	2939	9	10	BTFL

GULF (Alan Henry)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WVOJ	Jkville	37	622	9	57	Country
WNDE	Indy	52	1265	11	34	MOR
WFBQ-F	Indy	307	3576	1	34	AOR
WKAP	Allen,PA	25	595	14	65	AC
KTXQ-F	Dall-FW	214	3927	10	10	AOR
WKLS	Atl	13	359	19	17	AOR
WKLS-F	Atl	291	3652	2	17	AOR
WQAL-F	Cleve	214	3106	6	20	BTFL
KRLY-F	Hou	305	3713	4	9	Rock
WJMD-F	Wash	198	3232	9	8	AC

HARTE-HANKS (Gary Eden)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KOY	Phoe	134	2285	6	25	AC
KQYT-F	Phoe	168	2078	5	25	BTFL
WSGN	Birm	63	1351	8	46	AC
WRBQ-F	Tampa	328	4159	1	23	Rock
WEZI-F	Memp	155	2157	3	43	BTFL
KULF	Hous	76	2029	18	9	AC
KYND-F	Hous	170	2676	11	9	BTFL
WRVA	Richm	179	2437	1	67	MOR
WRVQ-F	Richm	179	2448	2	67	Rock
KMJK-F	Port,O	54	1098	16	33	Contemp
WLCY	Tampa	50	1119	17	23	News

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
HATCH	(Homer Peterson)					
KJOT-F	Boise*	27	357	10	194	Country
KGEM	Boise*	39	553	5	194	Country
KGHL	Billings*	59	584	1	265	MOR
KIDX-F	Billings*	10	143	7	265	Contemp (?)
KALL	SLC	79	1279	7	42	Contemp/AC
KALL-F	SLC	54	1107	11	42	Contemp/AC
Others: KVEL,KUIN-F (Vornal, Utah)						
HEARST	(Franklin Snyder)					
WBAL	Balt	403	4426	1	14	MOR
WIYY-F	Balt	311	3494	2	14	AOR
WISN	Milw	189	3662	4	27	AC
WLPX-F	Milw	148	2493	5	27	AOR
WTAE	Pitt	285	5007	3	13	AC
WXKX-F	Pitt	224	4220	5	13	Rock
HEFTEL	(Earl MacDaniel)					
WLUP-F	Chi	466	7935	8	3	AOR
WXKS	Bost	167	1555	16	6	Big Band
WXKS-F	Bost	424	5048	4	6	Contemp
KSSK	Hono	119	2082	1	55	MOR
KULA-F	Hono	65	1023	5	55	Rock
WIKS-F	Indy	133	2590	9	34	Rock
WYYS-F	Cin	161	2630	8	28	Contemp
HICKS	(Steven Hicks)					
KNOW	Austin	22	391	10	76	AC
KCSW-F	Austin	39	658	7	76	AC
KIKX-F	Dall-FW	65	972	19	10	Country
KLVI	Beaumont	52	803	4	104	Country
KYKR-F	Beaumont	77	959	1	104	Country
Others: KMMM-F (Muskogie,OK)						
HUBBARD	(S.S. Hubbard)					
WGTO	Lakeland*	65	669	1	124	Country
KSTP	Minn-SP	110	2831	10	15	AC
KSTP-F	Minn-SP	541	6369	2	15	AC/Contemp
KOB	Alb	97	1812	1	92	MOR
KOB-F	Alb	82	1418	4	92	AC

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
INFINITY	(Michael Wiener)					
WJIT	NY	597	4281	15	1	Spanish
WKTU-F	NY	1469	20679	2	1	Urban
WYSP-F	Phil	358	6188	10	4	AOR
WBCN-F	Boston	412	4827	5	6	AOR
WIVY-F	Jkville	130	1877	2	57	Rock
KOME-F	San Jose/SF	157	2719	16	7	AOR
INNER CITY	(Pierre Sutton)					
WBLS-F	NY	1455	17741	3	1	Urban
WLIB	NY	123	1983	33	1	Black
WLBS-F	Det	226	2949	13	5	Urban
KRE	SF		DID NOT SHOW			
KBLX-F	SF	192	2701	14	7	Black
KUTE-F	LA	254	3900	26	2	Urban
KGFJ	LA	313	4011	23	2	Black
INSILCO	(Richard Geismar, Fred Walker)					
WELI	N. Haven	97	1412	2	97	MOR
WGSO	NO	85	1432	10	34	News
WQUE-F	NO	84	1645	11	34	Contemp
KTOK	Okl C	140	1984	3	47	MOR
KJOY-F	Okl C	28	498	14	47	BTFL/AC
WVCG	Miami	65	1041	25	22	Big Band/MOR
WYOR-F	Miami	141	1747	16	22	BTFL
JEFFERSON-PILOT						
KIMN	Denver	158	3309	7	21	Rock
KYGO-F	Denver	141	1844	10	21	Country
WQXI	Atl	49	1257	13	17	Contemp
WQXI-F	Atl	265	4039	5	17	Contemp
WBT	Char,NC	154	2754	4	66	AC
WBCY-F	Char,NC	148	2397	5	66	Rock
WBIG	Greens,NC	38	773	11	49	MOR
WWIL	Wilm,NC*	27	227	3	221	Black
WHSL-F	Wilm,NC*	32	473	2	221	Contemp
WGBS	Miami	71	1527	23	22	AC
WLYF-F	Miami	317	3596	2	22	BTFL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
MARVIN JOSEPHSON	(Ed Christian)					
WNIC	Det	23	1100	28	5	Contemp
WNIC-F	Det	302	6269	8	5	Contemp
WNOR	Norfolk	42	829	14	34	Rock
WNOR-F	Norfolk	110	1595	5	34	AOR
WVKO	Colum,OH	39	639	12	37	Black
WVKO-F	Colum,OH	59	803	10	37	Jazz/Black
KATZ	(Dick Ferguson)					
WEZN	Bridge	333	3930	1	98	BTFL
WFTQ	Worces,MA	35	625	10	106	Contemp
WAAF-F	Worces/Bos	264	4573	11	6	AOR
WZZK-F	Birming	281	2964	1	46	Country
KWEN-F	Tulsa	131	1561	4	59	Country
KING	(Jim Kime)					
KYA	SF	145	3013	20	7	AC
KLHT	SF	102	2142	28	7	Contemp
WRTH	St. Lou	119	2067	11	12	BTFL/MOR
KGW	Port,O	232	4387	2	33	Contemp
KINK-F	Port,O	195	2252	3	33	Rock
KREM	Spokane	21	480	12	111	Contemp
KREM-F	Spokane	61	870	3	111	AOR
KING	Sea	102	2646	14	16	Contemp/AC
KING-F	Sea	117	1681	8	16	Classical
LIN	(Donald Pels)					
WIL	St. Lou	95	1740	13	12	Country
WIL-F	St. Lou	231	3275	6	12	Country
WBBF	Rochest	59	1462	10	41	Contemp
WMJQ-F	Rochest	130	1756	2	41	AOR
WFIL	Phil	168	4217	18	4	Country
WUSL-F	Phil	348	4281	11	4	Country
KILT	Hou	129	2683	13	9	Country
KILT-F	Hou	292	4196	6	9	Country
WEMP	Milw	57	889	13	27	BTFL/MOR
WMYX-F	Milw	80	1611	10	27	AC

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
LOTUS	(Howard Kalmenson)					
KLFF	Phoe	52	660	17	25	Big Band
KTKT	Tucs	58	1207	5	75	Rock
KLPX-F	Tucs	55	712	6	75	AOR
KWKW	LA	279	2076	24	2	Spanish
KFSD-F	SD	101	1213	8	19	Classical
KENO	LV	25	500	12	88	Contemp
KENO-F	LV	63	783	2	88	AOR
KVAR-F	SA	25	493	17	36	Spanish
KONE	Reno*	30	331	6	171	Country
KOZZ-F	Reno*	58	573	1	171	Rock
LIGGETT	(Grant Santimore)					
WFMK-F	Lans	97	1574	3	90	Contemp
WHNN-F	Sag*	113	1438	1	162	Contemp
WZZR-F	Gr. Rap	68	1153	7	68	Contemp
WLOL-F	Minn-SP	133	2841	9	15	Contemp
WLFF	Colum,SC	6	83	12	98	Big Band
WZLD-F	Colum,SC	42	839	7	98	Rock
MALRITE	(Carl Hirsch, Gil Rosenwald)					
WHK	Cleve	202	3593	7	20	Country
WMMS-F	Cleve	430	5820	1	20	AOR
KSAN-F	SF	150	2415	19	7	Country
KNEW	SF	217	3446	9	7	Country
WZUU-F	Milw	178	2463	5	27	Contemp
WZUU	Milw	41	955	18	27	Contemp
WNYR	Roch	74	1101	8	41	Country
WEZO-F	Roch	239	2634	1	41	BTFL
KEEY	Minn-SP	11	460	19	15	MOR
KEEY-F	Minn-SP	156	2413	8	15	BTFL
MANSHIP						
WKQA-F	Peoria	25	484	12	108	Rock
WXCL	Peoria	54	817	5	108	Country
WJBO	BR	36	829	7	86	MOR/AC
WFMF-F	BR	127	1705	2	86	Rock
KRGV	McA-Brow	66	967	3	92	Rock

McCLATCHY (Ramsey Elliot)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KMJ	Fresno	117	1683	2	82	News
KNAX-F	Fresno	15	447	20	82	AC
KBEE	Modesto	7	205	21	143	BTFL
KBEE-F	Modesto	65	591	2	143	BTFL
KOH	Reno*	47	606	3	171	News
KFBK	Sacra	96	1702	7	39	News
KAER-F	Sacra	65	980	13	39	BTFL

MEREDITH (John Lauer)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGST	Atl	131	2386	10	17	News
WPCH-F	Atl	197	2917	7	17	BTFL
WOW	Omaha	210	1767	2	70	Contemp
KEZO-F	Omaha	143	4486	3	70	Rpck
KCMO	KC	145	3028	6	29	News/Talk
KCEZ-F	KC	125	1676	9	29	BTFL

METROMEDIA (George Duncan)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WWBA-F	Tamp-SP	247	2449	3	23	BTFL
KHOW	Denver	159	2660	6	21	MOR
KLAC	LA	430	7264	12	2	Country
KMET-F	LA	812	12306	2	2	AOR
WNEW	NY	771	11042	13	1	Big Band
WNEW-F	NY	588	10452	17	1	AOR
WCBM	Balt	168	3215	7	14	AC
WMET-F	Chi	356	6978	12	3	AOR
WIP	Phil	433	7176	6	4	MOR
WMMR-F	Phil	597	8698	3	4	AOR
WOMC-F	Det	159	3125	20	5	AC
WASH-F	Wash	229	3823	8	8	AC
KRLD	Dall-FW	349	6398	4	10	News
KJR	Sea	102	2913	14	16	Rock

METROPLEX (Norm Wain)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KEZK-F	St. Lou	236	2800	4	12	BTFL
WHTT	Miami	70	822	24	22	Spanish
WHYI-F	Miami	280	4832	3	22	Rock
WCKX-F	Tampa	135	2409	10	23	Rock
WPKX	Wash	24	589	27	8	Country
WVKX-F	Wash	152	2173	17	8	Country

MID AMERICA (Les Small, Howard Frederick)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQUA	Moline	21	466	11	105	AC
KRVR-F	Moline	39	717	9	105	BTFL
WTRX	Flint	45	827	10	81	AC
WIRL	Peoria	46	992	6	108	AC
WSWT-F	Peoria	87	948	1	108	BTFL
KIOA	Des M	76	1999	4	112	Contemp
KMGK-F	Des M	56	1093	7	112	Rock
WIRE	Indy	167	2521	5	34	Country
WXTZ-F	Indy	246	2637	2	34	BTFL
KBEZ-F	Tulsa	109	1189	5	59	BTFL

MIDWEST FAMILY

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKKN	Rockford*	15	155	11	144	Country
WYFE-F	Rockford*	47	636	6	144	AOR
WISM	Madison	43	860	8	116	Contemp
WSIM-F	Madison	47	795	7	116	AC
WYTL	Oshkosh	43	473	4	132	Country
WOSH-F	Oshkosh	30	577	9	132	Rock
WITL	Lansing	9	244	18	90	Country
WITL-F	Lansing	77	1031	4	90	Country

Others: WMAY (Springfield,IL); WSJM,WIRX-F (St. Joseph,MI);
WIZM A/F (LaCrosse,WI)

MORTENSON

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WJMM-F	Lex	18	209	9	120	Religion
WHKK-F	Cin	8	146	23	28	Religion
WAYE	Balt	11	215	32	14	Religion
WTOF-F	Canton	13	233	15	99	Religion
WEMM-F	Hunt,WV	34	674	7	122	Religion

Others: WSUM (Parma,OH)

MULTIMEDIA (Bruce Buchanan, Paul Fiddick)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WWNC	Ashe	97	1171	1	186	Country
WFBC	Green,SC	33	811	11	72	MOR
WFBC-F	Green,SC	209	2591	1	72	Contemp
KAAY	Lit Rock	46	1560	10	102	AC
KLPQ-F	Lit Rock	75	1202	4	102	Rock
WEZW-F	Milw	225	2713	2	27	BTFL
WMAZ-F	Macon*	91	1279	1	149	Contemp

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
MULTIMEDIA	(Con't)					
WMAZ	Macon*	37	835	6	149	MOR
KEEL	Shreve	70	1121	3	106	Contemp
KMBQ-F	Shreve	37	359	9	106	AOR
WAKY	Louis	90	2079	9	44	AC
WVEZ-F	Louis	126	1370	5	44	BTFL
NATIONWIDE	(Steve Berger)					
WPOC-F	Balt	216	2656	4	14	Country
WGAR	Cleve	218	4436	5	20	AC
WKSW-F	Cleve	150	2193	11	20	Country
WNCI-F	Colum,O	192	3416	3	37	Contemp
WSHH-F	Pitt	231	3416	4	13	BTFL
WLEE	Richmond	37	862	10	67	AC
WKZL-F	Win-Salem	110	1554	4	49	AOR
NBC	(Dick Verne)					
WNBC	NY	1388	28300	4	1	Contemp
WYNY-F	NY	1092	19106	9	1	AC
WRC	Wash	156	2432	15	8	News
WKYS-F	Wash	358	4508	2	8	Urban
WMAQ	Chi	1024	17092	2	3	Country
WKQX-F	Chi	352	5910	13	3	AC
KYUU-F	SF	185	4036	15	7	AC
KNBR	SF	355	6737	4	7	MOR
NEWHOUSE						
WSYR	Syr	119	1923	3	62	MOR
WSYR-F	Syr	147	1963	1	62	AOR
WTPA-F	Harris,PA	106	1076	3	93	AOR
WAPI	Birm	49	976	12	46	MOR
WAPI-F	Birm	112	1586	3	46	AOR
OUTLET	(Dick Rakovan)					
WSNE-F	Prov	92	1610	9	45	AC/Contemp
WDBO	Orl	81	1524	5	58	MOR
WDBO-F	Orl	219	2653	1	58	BTFL
WTOP	Wash	194	3703	11	8	News/Talk
KIQQ-F	LA	336	3703	19	2	Rock
WQRS-F	Det	108	1656	23	5	Classical
WIOQ-F	Phil	345	4941	12	4	Contemp

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
PARK	(William Fowler)					
KRSI	Minn-SP	31	718	16	15	Big Band
KJJO	Minn-SP	61	1191	13	15	AC (?)
WRRB-F	Syr	34	448	9	62	BTFL
WHEN	Syr	124	2162	2	62	AC
WNCT	Green,NC*	2	153	21	298	MOR
WNCT-F	Green,NC*	48	538	5	298	BTFL
WNAX	Sioux F/Ya*	86	1098	1	268	Country
KWJJ	Port,O	141	1933	6	33	Country
KJIB-F	Port,O	76	1111	11	33	Country
WDEF	Chatt	51	818	4	96	MOR
WDEF-F	Chatt	99	1087	2	96	BTFL
WTVR	Rich	7	279	18	67	BTFL
WTVR-F	Rich	49	743	9	67	BTFL
KEZX-F	Sea	104	1324	13	16	BTFL
PEORIA JOURNAL STAR	(Justin Hoberg)					
KRKE	Alb	56	908	8	92	Country
KWXL-F	Alb	77	745	5	92	AOR
KSSS	Col Spg	39	399	6	121	Country
KBMY	Billings*	14	260	6	265	Country
KYNR-F	Pueblo*	8	104	10	240	BTFL
KICT-F	Wichita	52	673	4	100	AOR

Others: KFRM (Salina,KA); KNOX,KTYN-F (Grand Forks,ND)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
PLOUGH	(Wayne Hudson)					
WPLO	Atl	152	2183	9	17	Country
WVEE-F	Atl	291	3329	3	17	Urban
WCAO	Balt	102	2457	11	14	AC
WXYV-F	Balt	210	2628	5	14	Urban
WJJD	Chi	141	1844	25	3	Country
WJEZ-F	Chi	327	5203	15	3	Country
WMPS	Memphis	103	1567	7	43	Country
WHRK-F	Memphis	268	2338	1	43	Urban
WSUN	Tamp-SP	242	3447	4	23	Country
WQXM-F	Tamp-SP	143	2213	9	23	AOR
WMLX	Cin	109	1292	13	28	Big Band
WUBE-F	Cin	176	2277	7	28	Country

A 38

RKO (Robert Williamson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WOR	NY	1668	21196	1	1	Talk
WRKS-F	NY	1364	16952	5	1	Urban
WRKO	Boston	184	4366	15	6	Talk
WROR-F	Boston	382	6009	6	6	AC
WGMS A/F	Wash	195	3000	10	8	Classical
WAXY-F	Miami	163	2794	12	22	Contemp/AC
WFYR-F	Chi	334	6206	14	3	AC
WHBQ	Memphis	74	1816	9	43	AC
KFRC	SF	455	10776	3	7	Rock
KHJ	LA	255	4660	25	2	Country
KRTH-F	LA	558	9289	7	2	AC

REGIONAL

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGRD-F	Gr. Rap	119	2366	4	68	Rock
WXQT	Gr. Rap	43	465	10	68	Big Band
WAJX-F	Mel-Titu*	8	166	11	150	Rock
WAMT	Mel-Titu*	9	225	10	150	AC
WPIC	Youngs	43	608	9	74	MOR
WYFM-F	Youngs	90	1761	4	74	Rock
WKOP	Bingh*	44	603	5	131	Country
WAAL-F	Bingh*	66	860	3	131	Rock

Others: WTRU,WCNF-F (Muskegon,MI); WKNY (Kingston,NY)

ROLLINS (John Janas)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KDAY	LA	183	2954	27	2	Black
WAMS	Wilm,DE	19	438	17	79	Country
WRAP	Norfolk	70	1381	8	34	Black
WCHS	Char,WV*	43	1094	5	145	MOR
WBES-F	Char,WV*	33	434	6	145	BTFL
WBEE	Chi		DID NOT SHOW			

RUST (Bill Rust)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WPTR	Albany	45	1001	11	53	AC
WFLY-F	Troy	132	2080	3	53	Rock
WHAM	Roch	120	2634	3	41	MOR
WHFM-F	Roch	57	1144	11	41	Rock
WAEB	Allen	70	1223	6	65	Contemp
WXKW-F	Allen	107	1368	3	65	Country
WNOW	York	35	330	17	109	Country
WQXA-F	York	124	2113	4	109	Rock
WQXK-F	Salem/You	73	674	5	74	Country

SANDUSKY NEWSPAPERS (Toney Brooks)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KJZZ	Sea	44	686	24	16	Jazz
KZAM-F	Sea	115	1929	9	16	Contemp
KBPI-F	Denver	211	3674	2	21	AOR
KDJQ	Phoenix		DID NOT SHOW			
KDKB-F	Phoenix	206	2710	1	25	AOR
KWFM-F	Tucson	54	650	7	75	Rock
KERE	Denver	36	830	21	21	MOR
KEGL-F	Dall-FW	242	3710	7	10	Rock
KWKI-F	KC	10	272	19	29	? ?

Others: KSLY, KUNA-F (San Luis Obispo)

SCRIPPS-HOWARD (Dick Janssen)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WMC	Memphis	110	1809	6	43	Country
WMC-F	Memphis	251	3553	2	43	Rock
WNOX	Knox	57	1432	7	85	Contemp
WBSB-F	Balt	202	3068	6	14	Rock
KMEO	Phoe	28	341	22	25	BTFL
KMEO-F	Phoe	184	2208	4	25	BTFL

SECURITY (Ed Muniz)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WNNR	NO	38	432	16	34	Black
WAIL-F	NO	218	2447	2	34	Urban
KALO	Beau	28	291	10	104	Black
KZZB-F	Beau	33	349	8	104	Rock
KEZQ-F	Lit Rock	86	824	3	102	BTFL

Others: KIEL (Jacksonville, Ark)

SHAMROCK (Charles Harper)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KXLR	LR	13	418	11	102	Country
KABL	SF	201	3338	13	7	BTFL
KABL-F	SF	202	3469	12	7	BTFL
KUDL-F	KC	144	2468	7	29	Soft Rock
KMGC-F	Dall-FW	180	2631	11	10	Soft Rock
WWWW-F	Det	339	4546	6	5	Country
KYOK	Houston	50	698	21	9	Black

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
SHAMROCK COMMUNICATIONS	(Bill Lynett)					
WTTR	Balt	13	229	31	19	Country
WTTR-F	Balt	22	517	24	19	AC
WDIZ-F	Orl	214	2653	2	58	AOR
WQFM-F	Milw	136	1996	7	27	AOR
WEJL	NE PA	52	718	7	64	MOR
WEZX-F	NE PA	93	947	3	64	AOR
STAUFFER						
KARZ	Phoe	46	1028	19	25	Country
KRNT	DM	50	831	8	112	MOR
KRNQ-F	DM	63	1079	5	112	Contemp
WIBW	Topeka*	76	1137	2	177	MOR
WIBW-F	Topeka*	69	988	3	177	Rock
KGNC-F	Amar*	45	569	2	191	BTFL
KGNC	Amar*	33	734	1	191	MOR
KGBX	Spr,MO*	21	377	8	168	AC
Others: KGFF (Shawnee, OK)						
STERLING	(Fred Danz, Cliff Hunter)					
KSJO-F	San Jose	136	2241	8	30	AOR
KXRX	San Jose	11	490	39	30	Soft
KASH	Eug,Spr	4	155	11	136	AC
KSND-F	Eug,Spr	49	648	3	136	Rock
KZOK	Sea	19	640	29	16	AOR
KZOK-F	Sea	137	2241	7	16	AOR
KALE	Richl*	20	409	5	211	Contemp
KIOK-F	Richl*	38	361	1	211	Rock
KDKO	Denver	41	554	18	21	Black
Others: KBFW (Bellingham,WA); KEDO, KLYK-F (Longview,WA)						
STONER	(Glenn Bell)					
KSO	DM	103	1464	2	112	Country
KGGO-F	DM	59	993	6	112	AOR
WGNT	Hunt,WV	46	793	4	122	MOR
WNBF	Bing*	64	940	4	131	MOR
WQYT-F	Bing*	71	826	2	131	BTFL
KHAK	Ced Rapds*	6	170	12	198	Country
KHAK-F	Ced Rapds*	31	574	8	198	Country

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
STONER	(Con't)					
WHEL	Knox	19	335	10	85	Big Band
WIMZ-F	Knox	126	1608	5	85	AOR
WYRK-F	Buffalo	68	795	11	32	Country
STORZ	(Robert Storz)					
WQAM	Miami	128	1772	17	22	Country
WHB	KC	260	4617	2	29	Contemp
WDGY	Minn-SP	268	4474	3	15	Country
WTIX	NO	141	2746	4	34	Contemp
KOMA	Okl C	202	3265	1	47	Country
KXOK	St. Lou	142	3531	10	12	AC/Contemp
STUART	(Dick Chapin)					
KFOR	Lincoln*	42	616	3	178	MOR
KFRX-F	Lincoln*	35	540	5	178	AOR
KWTO	Spr,MO*	129	1890	2	168	Country
KWTO-F	Spr, MO*	129	1311	3	168	Rock
KOEL-F	Water/Oel*	33	466	6	217	Country
Others: KOEL (Oelwein, IA); KSAL, KYEZ-F (Salina, Kans); KRGI A/F (Grand Island, Neb); KATI, KAWY-F (Casper)						
SUDBRINK	(Dick Casper)					
WORL	Orl	32	615	10	58	Black
WJYO-F	Orl	64	1189	8	58	BTFL
WNWS	Miami	229	2999	5	22	News
KPOI	Hono	44	680	10	55	BTFL/AC
KDUK-F	Hono	111	1389	2	55	AOR
WLAC	Nash	71	1255	6	51	News/Talk
WJYN-F	Nash	37	634	11	51	AC/BTFL
SUMMIT	(Allen Shaw)					
WCOA	Pensa*	29	421	8	126	MOR
WJLQ-F	Pensa*	61	913	1	126	Rock
WSJS	Win-Sal	80	1293	7	49	MOR
WTQR-F	Win-Sal	256	3421	1	49	Country
WREC	Mem	71	1409	10	43	MOR
WZXR-F	Mem	154	1817	4	43	AOR
KOCY	Okl C	34	494	13	47	Country
KXXY-F	Okl C	67	1033	8	47	AOR

SUNBELT (C.T. Robinson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFYE-F	Fresno	237	2596	1	82	Rock
KQEO	Alb	33	683	11	92	Oldies
KZZX-F	Alb	56	980	8	92	Rock
KSPZ-F	Col Spg	63	970	2	121	Contemp
KVOR	Col Spg	32	531	7	121	MOR
KTLS-F	Okl C		DID NOT SHOW			

SUSQUEHANNA (Art Carlson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQBA	Miami	186	1772	9	22	Spanish
WQBA-F	Miami	58	1024	26	22	Spanish
WKIS	Orl	52	992	9	58	Talk/MOR
WLTA-F	Atl	200	2153	6	17	AC
WFMS-F	Indy	172	2001	4	34	Country
WHLO	Akron	26	575	19	61	MOR
WRRM-F	Cin	116	1730	12	28	Soft Rock
WLQR-F	Tol	182	2029	1	54	BTFL
WARM	Scran	91	1612	4	64	MOR
WSBA	York	79	1426	8	109	MOR
WSBA-F	York	80	1159	7	109	BTFL
KPLX-F	Dall-FW	156	2761	14	10	Country
KLIF	Dall-FW	67	1913	18	10	Country

SWANSON (Gerock Swanson)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KWKN	Wich	23	536	12	100	Contemp
WSHO	NO	40	381	15	34	Big Band
WBYU-F	NO	122	1304	7	34	BTFL
KKNG-F	Okl C	130	1615	5	47	BTFL
KRMG	Tulsa	153	2234	2	59	MOR
KFJZ	Dall-FW	93	1478	16	10	Big Band
KKYX	San Ant	260	3299	2	36	Country
KGCS-F	Wich	23	363	11	100	Country

TAFT (Carl Wagner)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WDAF	KC	588	6878	1	29	Country
KYYS-F	KC	251	3194	3	29	AOR
WGR	Buff	181	3293	5	32	AC
WGRQ-F	Buff	192	2414	4	32	AOR
WKRC	Cin	179	3052	6	28	AC

TAFT (Con't)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKRQ-F	Cin	200	3526	4	28	Rock
WTVN	Colum,O	245	4135	1	37	MOR
WLVQ-F	Colum,O	227	2903	2	37	AOR
KQV	Pitt	111	2156	14	13	News
WDVE-F	Pitt	323	4788	2	13	AOR
WDAE	Tamp-SP	117	1902	11	23	MOR
WYNF-F	Tamp-SP	195	2441	7	23	Contemp

TICHENOR (Mal Kasanoff)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KUNO	Cor Chr*	39	423	7	117	Spanish
KGBT	Harlin	242	1417	1	92	Spanish
KELT-F	Harlin	43	513	5	92	Country
KQXT-F	San Ant	154	1652	5	36	BTFL
KCOR	San Ant	138	1159	6	36	Spanish

TRIBUNE (James Dowdle)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGN	Chi	1192	18074	1	3	MOR/Talk
WICC	Bridge	99	1566	2	98	AC
WPIX-F	NY	203	6832	26	1	Rock
KGNR	Sacra	101	1648	6	39	MOR
KCTC-F	Sacra	80	1140	10	39	BTFL

UNITED (Gerald Hroblak)

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSID	Balt	53	633	17	14	Black
WYST-F	Balt	59	1067	16	14	Rock
WINX	Wash	DID	NOT SHOW			
WOOK-F	Wash	162	3332	14	8	Black
WBNX	NY	DID	NOT SHOW			
WJMO	Cleve	66	1054	21	20	Black
WLYT-F	Cleve	103	1910	14	20	AOR
KALI	LA	326	2860	21	2	Spanish
KSOL-F	SF	419	4868	4	7	Black

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
VIACOM	(Al Greenfield)					
KDIA	SF	141	2748	23	7	Black
WMZQ-F	Wash	185	2935	12	8	Country
WWRL	NY		DID NOT SHOW			
WKHK-F	NY	393	6215	21	1	Country
WDIA	Memp	120	1979	5	43	Black
WRVR-F	Memp	78	1279	8	43	AC
KIKK	Hou	27	930	24	9	Country
KIKK-F	Hou	335	4724	2	9	Country
WALTON						
KIKX	Tucs	22	395	13	75	Country
KLRB-F	Sal-Sea	18	362	13	134	AOR
KIDD	Sal-Sea	34	672	4	134	Rock
KDJW*	Amar	25	369	7	191	Country
KBUY-F*	Amar	20	303	8	191	Contemp

		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WESTERN CITIES	(Rick Phalen)					
KNST	Tucs	12	382	17	75	News/Talk
KRQQ-F	Tucs	51	1003	8	75	Rock
KZAP-F	Sacra	236	2909	1	39	AOR
KMJJ	LV	41	726	6	88	AC
KLUC-F	LV	76	1052	1	88	Rock
KZZP-F	Phoe	129	2363	8	25	Contemp
WESTINGHOUSE	(Dick Harris)					
WIND	Chi	543	6705	7	3	Talk
WOWO	Ft Way	264	3779	1	103	MOR
KYW	Phil	737	14158	1	4	News
KFWB	LA	624	11434	5	2	News
WINS	NY	1343	25932	6	1	News
WBZ	Bost	618	10335	2	6	MOR
KDKA	Pitt	858	11798	1	13	MOR
WPNT-F	Pitt	176	2395	11	13	BTFL
KODA-F	Hou	250	3256	9	9	BTFL
KOAX-F	Dallas	176	2589	12	10	BTFL
KJQY-F	SD	204	2316	2	19	BTFL
KOSI-F	Denver	206	2431	3	21	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 stations is examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34,18-49,50+: This is simply the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled.

( ) = O/N 80 figures

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	76 (94)	7.9 (7.5)	16.0 (16.8)	9.5 (9.1)	25.4 (24.9)	55.9 (55.2)	70.1 (68.4)	4.5 (6.7)	42.7 (43.2)	57.3 (56.8)
AOR	76 (63)	9.4 (9.0)	13.5 (14.1)	10.5 (9.3)	25.6 (24.7)	68.9 (69.2)	73.0 (72.7)	1.4 (2.6)	65.4 (64.5)	34.6 (35.5)
AC/SOFT	56 (49)	7.4 (7.8)	17.0 (16.1)	6.8 (6.1)	5.7 (6.0)	60.6 (63.7)	83.8 (81.7)	10.5 (12.3)	41.1 (41.7)	58.9 (58.3)
MOR	59 (64)	7.9 (8.6)	15.9 (14.7)	11.0 (11.2)	1.7 (2.3)	18.7 (19.9)	43.8 (45.6)	54.5 (52.1)	43.7 (43.3)	56.3 (56.7)
BTFL MUSIC	89 (100)	10.0 (9.9)	12.5 (12.7)	10.3 (9.4)	0.8 (0.8)	15.5 (15.3)	39.3 (41.5)	59.5 (57.7)	40.0 (39.4)	60.0 (60.6)
COUNTRY	92 (72)	9.4 (9.2)	13.0 (13.7)	13.5 (13.4)	4.0 (3.7)	30.2 (28.7)	63.6 (61.9)	32.4 (34.4)	48.0 (51.2)	52.0 (48.8)
NEWS/TALK	46 (48)	8.2 (7.5)	15.3 (16.8)	9.9 (8.4)	0.8 (0.9)	13.1 (14.4)	33.3 (35.0)	65.9 (64.1)	47.2 (47.7)	52.8 (52.3)
BLACK/URBAN	45 (43)	9.9 (917)	12.8 (13.0)	22.1 (17.3)	19.4 (19.6)	53.9 (53.1)	68.9 (68.5)	11.7 (11.9)	42.5 (43.7)	57.5 (56.3)
SPANISH	16 (12)	15.8 (17.0)	8.1 (8.2)	28.4 (26.1)	3.1 (4.0)	35.1 (31.7)	61.9 (60.3)	36.0 (35.7)	37.2 (37.4)	62.8 (62.6)
CLASSICAL	20 (18)	7.4 (7.9)	17.0 (15.9)	5.7 (8.4)	0.4 (0.7)	29.1 (29.2)	60.3 (52.0)	39.3 (47.3)	49.8 (49.6)	50.2 (50.4)
BIG BAND/NOST	22	10.0	12.6	8.4	0.5	7.8	30.5	69.0	45.1	54.9
	(OCTOBER/NOVEMBRE 80 INFORMATION NOT AVAILABLE)									
RELIGION	15 (11)	8.2 (8.4)	15.4 (15.0)	12.0 (9.6)	3.5 (2.0)	24.4 (23.7)	45.6 (50.1)	50.9 (47.9)	33.5 (34.3)	66.5 (65.7)

ROCK/CONTEMP/TOP 40

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.9	16.0	9.5	25.4	55.9	70.1	4.5	42.7	57.3
WABC	NY	4.6	27.6	4.0	11	39	67	22	47	53
WNBC	NY	6.2	20.5	7.2	22	42	68	10	47	53
WGRD	GR	6.3	20.2	8.7	46	46	52	2	32	68
WKFR	Kal	9.5	13.2	9.4	16	67	80	4	47	53
WLAP-F	Lex	10.0	12.6	11.4	18	66	79	3	38	62
WTIC-F	Hart	7.0	17.9	4.6	24	53	65	11	32	68
WXKS-F	Bost	10.7	11.8	12.4	19	69	78	3	44	56
WVBF	Bost	7.2	17.6	6.9	13	62	83	4	35	65
WCAU	Phil	8.1	15.6	9.6	32	51	63	5	37	63
WSTW	Wilm	9.7	13.0	6.5	18	67	80	2	38	62
WLEV	A/B-E	9.4	13.5	8.6	17	56	74	9	39	61
WMHE	Tol	9.6	13.1	9.3	15	69	80	5	31	69
WMEE	F Wayne	9.8	12.9	12.0	21	62	74	5	46	54
WLS	Chi	5.9	21.5	7.0	24	48	68	8	49	51
WZEE	Mad	6.9	18.3	9.2	32	59	68	0	57	43
WKZW	Peoria	7.7	16.4	9.0	31	59	69	0	46	54
WPJB	Prov	7.7	16.3	4.6	32	57	73	4	49	51
WPRO-F	Prov	7.5	16.7	6.4	18	58	69	13	32	68
KIIS	LA	5.5	22.8	2.0	23	53	74	3	44	56
KIQQ	LA	6.2	20.4	6.0	24	50	69	7	29	71
XTRA	LA	6.9	18.3	7.9	36	43	60	4	41	59
KFRC	SF	5.8	21.6	8.2	31	50	62	7	47	53
KSFM	Sacra	8.3	15.1	7.4	30	47	69	1	41	59
KFYE	Fresno	9.3	13.6	10.2	20	65	74	6	53	47
KYNO-F	Fresno	9.2	13.7	8.0	30	56	64	6	42	58
WINZ-F	Mia	8.5	14.8	8.8	24	57	71	5	43	57
WHYI-F	Mia	7.6	16.5	12.4	35	49	60	5	48	52
WBJW	Orl	7.5	16.8	9.4	27	60	71	2	45	55
KEGL	D-FW	7.8	16.1	7.4	47	46	51	2	51	49
WZGC	Atl	9.5	13.2	12.6	28	50	66	6	43	57
KHFI	Aust	11.9	10.6	19.5	24	62	72	4	46	54
WFLY	A-S-T	7.4	16.9	5.9	36	53	60	4	31	69
WFMF	BR	11.2	11.2	15.2	23	65	74	3	43	57
WBSB	Balt	7.9	16.0	6.9	24	52	72	4	47	53
WKXX	Birm	7.9	15.9	8.7	29	56	68	3	45	55
WGCL	Cleve	6.6	19.1	7.8	34	45	62	4	47	53
WXGT	Colum	7.1	17.7	12.2	35	50	63	2	36	64
WKRQ	Cin	8.1	15.6	11.9	34	58	64	2	43	57
WBEN-F	Buff	7.6	16.7	5.3	22	59	71	7	39	61
WBCY	Char	8.2	15.3	12.8	18	64	80	2	43	57
WNOK-F	Col,SC	11.2	11.2	16.0	19	68	78	3	42	58
WSKZ	Chatt	10.9	11.6	17.2	26	60	70	4	48	52
KOAQ	Denver	8.8	14.3	7.2	27	61	73	0	35	65
KIMN	Denver	6.2	20.4	8.1	16	54	78	6	51	49
KINT	EP	8.3	15.2	5.8	35	55	63	2	48	52
WFBC-F	Green	7.9	15.9	14.2	10	56	81	9	43	57
KRBE	Hou	8.5	14.9	8.6	33	47	64	3	45	55
KRLY	Hou	10.6	11.9	13.1	28	63	79	3	40	60
WKEE	Hunt,WV	10.8	11.7	16.8	28	53	66	6	40	60
WNAP	Indy	7.9	15.9	5.7	24	60	71	5	51	49

ROCK/CONTEMP/TOP 40

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.9	16.0	9.5	25.4	55.9	70.1	4.5	42.7	57.3
WIVY	Jkvlle	9.1	13.8	10.4	28	54	70	2	35	65
WQUT	JC-Kin	8.3	15.3	8.7	21	64	74	5	48	52
KBEQ	KC	8.9	14.1	6.0	33	55	66	1	57	43
WLAN	Lan	9.1	13.9	8.4	23	56	74	3	48	52
KLUC	LV	9.1	13.8	10.6	24	61	71	5	53	47
WKJJ	Lou	7.2	17.5	6.0	35	49	62	3	46	54
WMC-F	Mem	7.0	18.1	11.2	22	55	70	8	41	59
WKRG	Mobile	7.4	17.1	6.2	31	46	59	10	34	66
WWKX	Nash	10.0	12.7	14.6	24	61	73	3	37	63
WEZB	NO	9.3	13.6	19.8	33	52	64	3	42	58
WLTY	Norf	9.5	13.2	9.4	9	67	87	4	51	49
KOFM	OK C	7.6	16.5	10.1	27	63	71	2	44	56
KZZP-F+	Phoe	6.9	18.3	3.8	11	75	87	2	61	39
WBZZ	Pitt	7.0	18.1	4.4	39	47	59	2	35	65
WXKX	Pitt	6.4	19.9	8.0	27	55	69	4	50	50
KGW	Port	6.4	19.9	9.2	16	49	74	10	33	67
WRAL	Ral	8.8	14.3	13.4	13	59	80	7	36	64
WRVQ	Rich	9.5	13.3	11.2	27	58	71	2	46	54
WXLK	Roan	7.5	16.9	17.9	28	56	72	0	36	64
KSLQ	ST L	6.6	19.1	5.0	15	63	79	6	46	54
KTSA	SA	6.5	19.3	10.6	24	45	61	15	36	64
WRBQ	T-SP	10.6	11.9	17.2	15	59	80	5	44	56
WPGC+	Wash	7.0	17.9	7.1	30	47	67	3	36	64
KBLE	Sea	8.3	15.1	9.3	32	54	66	2	46	54
KEYN	Wich	8.6	14.6	13.5	35	55	65	0	39	61
WYFM	Young	6.4	19.5	7.0	31	48	67	2	40	60

AOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
WNEW	NY	7.1	17.7	4.4	7	81	87	6	62	38
WPLJ-F	NY	8.3	15.2	5.5	31	62	67	2	62	38
WLAV	GR	11.1	11.4	18.8	23	74	75	2	65	35
WKQQ	Lex	12.7	9.9	23.5	17	76	81	2	50	50
WHCN	Hart	8.8	14.4	4.5	29	70	71	0	67	33
WBCN	Bost	11.0	11.4	6.9	5	91	94	1	72	28
WCOZ	Bost	9.7	13.0	15.8	43	51	56	1	64	36
WAAF	Worc	10.5	12.0	5.7	29	68	71	0	71	29
WMMR	Phil	8.9	14.2	5.5	22	71	76	2	58	42
WYSP	Phil	7.1	17.7	3.9	28	66	71	1	65	35
WZZO	A-B-E	9.1	13.8	12.8	25	73	75	0	62	38
WLLZ	Det	8.3	15.2	6.3	36	59	62	2	65	35
WRIF	Det	6.6	19.2	1.8	18	77	81	1	67	33
WIOT	Tol	9.8	12.9	12.5	28	66	70	2	58	42
WWCK-F	Flint	11.5	10.9	7.9	25	64	75	0	60	40
WLUP	Chi	7.2	17.5	4.7	33	64	67	0	68	32
WMET	Chi	6.5	19.5	3.9	27	68	71	2	64	36
WIBA-F	Mad	7.2	17.5	2.2	15	79	83	2	66	34
WXLP	D-RI-M	11.0	11.5	18.5	21	75	79	0	75	25
WHJY	Prov	10.2	12.3	9.0	27	67	71	2	68	32

AOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
KLOS	LA	8.1	15.6	5.8	26	66	69	5	66	34
KMET	LA	7.8	16.2	6.4	19	77	80	1	64	36
KMEL	SF	8.5	14.8	7.0	20	76	79	1	57	43
KOME	SF	7.3	17.2	5.7	21	75	78	1	82	18
KGB	SD	8.8	14.3	5.0	23	73	76	1	75	25
KPRI	SD	6.7	18.8	5.8	14	81	85	1	75	25
XTRA-F	SD	6.3	20.1	4.9	18	69	73	9	56	44
KZAP	Sacra	11.0	11.5	16.1	43	52	56	1	70	30
WDIZ	Orl	14.1	8.9	20.2	26	66	74	0	77	23
KTXQ	D-FW	6.9	18.4	5.0	24	70	73	3	73	27
KZEW	D-FW	10.0	12.6	11.3	10	88	89	1	71	29
WKLS	Atl	11.2	11.3	9.4	27	67	72	1	68	32
WPYX	A-S-T	10.9	11.5	17.2	34	59	65	1	67	33
KWXL	Alb	13.3	9.5	13.1	31	69	69	0	72	28
WIYY	Balt	11.5	10.9	17.1	29	65	70	1	72	28
WAPI-F	Birm	6.8	18.6	3.7	30	61	64	6	56	44
WMMS	Cleve	10.6	11.9	10.7	13	84	87	0	49	51
WLVQ	Colum	10.5	12.0	15.2	17	80	82	1	63	37
WEBN	Cin	10.7	11.8	19.7	25	69	74	1	64	36
WTUE	Dayton	9.9	12.8	9.8	18	79	82	0	75	25
WGRQ	Buff	10.2	12.4	15.8	37	56	61	2	66	34
KILO	Col Spg	12.8	9.8	22.1	15	78	83	2	64	36
KAZY	Denv	7.3	17.3	3.8	32	61	68	0	58	42
KBPI	Denv	7.3	17.3	4.0	21	70	77	2	60	40
KPKE	Denv	11.3	11.1	3.9	16	81	84	0	61	39
KLAQ	EP	14.8	8.5	19.7	23	74	77	0	69	31
WTPA	Harris	13.5	9.3	24.1	21	74	79	0	78	22
WLPX	Milw	7.1	17.8	4.0	31	64	68	1	72	28
KDUK	Hono	10.0	12.5	7.6	18	76	82	0	67	33
KLOL	Hou	9.5	13.2	9.4	28	70	71	1	64	36
WFBQ	Indy	11.7	10.8	15.3	25	73	75	0	64	36
WXYV	Jkvll	13.7	9.2	15.1	22	71	78	0	63	37
KYYS	KC	9.2	13.7	10.2	32	57	65	3	60	40
WIMZ	Knox	10.4	12.1	13.9	28	67	70	2	66	34
WQMF	Lou	8.7	14.4	7.9	44	53	55	1	59	41
WZXR	Mem	9.6	13.1	20.0	34	59	65	1	60	40
KDWB-F	M-SP	8.1	15.6	6.5	35	60	63	2	66	34
KQRS+	M-SP	8.0	15.7	6.1	22	77	78	0	66	34
WKDF	Nash	11.2	11.2	17.8	24	72	75	1	60	40
WNOR-F	Norf	8.8	14.3	5.8	19	76	81	0	67	33
WEZX	NE PA	12.5	10.1	15.1	25	67	70	5	65	35
KEZO	Omaha	12.5	10.1	12.5	19	72	78	3	64	36
KDKB	Phoe	10.0	12.5	10.0	23	72	77	0	57	43
WDVE	Pitt	8.3	15.2	4.4	24	72	76	0	63	37
KGON	Port	12.5	10.0	20.0	43	52	55	2	72	28
WMJQ-F	Rich	9.5	13.3	9.3	39	54	60	1	66	34
KSHE	ST L	10.2	12.4	7.8	16	72	80	4	63	37
KWK-F	ST L	8.8	14.3	7.9	52	43	47	1	67	33
KISS	SA	13.3	9.5	22.5	34	63	65	1	67	33
WWDC	Wash	7.3	17.2	2.9	40	52	60	0	68	32

AOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
KISW	Sea	11.7	10.7	11.2	36	64	64	0	69	31
KZOK	Sea	8.2	15.3	2.4	18	76	82	0	73	27
WSYR-F	Syr	10.5	12.1	12.4	30	64	66	4	49	51
KMOD-F	Tul	10.5	12.1	15.9	27	68	73	0	63	37
KICT	Wich	10.0	12.5	18.5	19	77	81	0	66	34
WSRD	Young	9.4	13.5	7.1	19	74	81	0	64	36

AC/SOFT

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.4	17.0	6.8	5.7	60.6	83.8	10.5	41.1	58.9
WCBS-F	NY	6.8	18.5	4.8	2	59	84	14	30	70
WYNY-F	NY	7.3	17.2	6.6	6	65	87	7	40	60
WJFM	GR	7.5	16.7	7.9	5	78	95	0	49	51
WICC	Bridge	8.1	15.5	7.0	7	30	60	33	46	54
WIOF	Hart	7.2	17.4	3.1	4	64	87	9	30	70
WHYN	Spr,MA	7.7	16.3	8.4	7	41	67	26	28	72
WROR	Bost	8.2	15.4	7.6	6	64	84	10	41	59
WMGK	Phil	9.6	13.2	5.7	4	59	88	8	48	52
WIOQ	Phil	9.4	13.5	6.7	4	85	94	2	53	47
WSNI	Phil	6.8	18.6	3.7	2	44	83	15	36	64
WMJC	Det	6.5	19.4	3.7	10	67	86	4	34	66
WNIC	Det	6.2	20.4	3.6	15	64	83	2	29	71
WFMK	Lans	8.3	15.2	6.8	8	65	88	4	35	65
WCLR	Chi	6.3	19.9	5.4	4	53	83	13	33	67
WFYR	Chi	6.8	18.4	4.8	4	68	87	9	43	57
WKQX	Chi	7.5	16.9	4.2	6	63	81	13	40	60
WPRO	Prov	7.5	16.9	11.1	2	41	69	29	41	59
KFI	LA	5.5	22.7	4.0	10	44	72	18	43	57
KHTZ	LA	7.0	18.0	5.6	8	64	88	4	31	69
KRTH	LA	7.3	17.2	6.8	2	73	94	4	48	52
KIOI	SF	5.4	22.4	2.9	9	57	78	13	43	57
KYUU	SF	5.8	21.6	4.9	4	69	92	4	42	58
KBZT	SD	8.6	14.7	3.0	3	75	90	7	41	59
KFMB	SD	6.5	19.3	1.8	9	77	88	3	48	52
KXOA-F	Sacra	7.6	16.6	4.4	2	76	94	4	41	59
WAXY	Miami	6.7	18.8	6.4	3	77	95	2	67	33
WRMF	W Palm	9.2	13.7	6.1	10	62	88	2	39	61
KMGC	D-FW	9.1	13.9	6.5	2	85	98	0	42	58
KVIL	D-FW	9.1	13.8	9.8	12	60	83	5	33	67
WLTA	Atl	12.8	9.8	12.2	0	54	90	10	37	63
WCBM	Balt	6.8	18.4	8.4	2	46	84	14	41	59
WZZP	Cleve	7.9	15.9	5.5	5	65	89	6	37	63
WGAR	Cleve	6.9	18.3	7.9	3	48	71	26	51	49
WNCI	Colum	6.1	20.7	6.4	8	71	86	6	45	55
WKRC	Cin	7.6	16.6	10.6	1	37	61	38	43	57
WRRM	Cin	9.0	14.1	7.8	2	69	85	13	41	59
WING	Dayt	6.0	21.0	10.6	3	56	84	13	46	54
WKBW	Buff	6.4	19.5	7.8	13	40	60	27	33	67
WGR	Buff	6.3	20.1	7.8	7	34	70	17	44	56
WBT	Char	6.9	18.3	11.5	4	31	77	19	44	56

AC/SOFT

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.4	17.0	6.8	5.7	60.6	83.8	10.5	41.1	58.9
KPPL	Denv	8.7	14.5	7.3	11	63	88	1	34	66
WMYX	Milw	6.5	19.5	5.8	12	68	86	2	39	61
WISN	Milw	6.7	18.7	6.7	2	35	62	36	45	55
KFMK	Hou	10.0	12.5	10.0	6	76	91	3	48	52
WENS	Indy	8.7	14.4	8.1	4	73	91	5	38	62
KUDL	KC	7.9	16.0	6.4	12	75	88	0	32	68
WRKA	Lou	9.3	13.6	5.4	6	79	88	6	37	63
KSTP-F	M-SP	10.8	11.6	8.3	11	67	85	4	43	57
WOW	Omaha	5.1	24.7	5.8	7	67	81	12	44	56
KOOL	Phoe	9.0	13.9	13.6	2	64	86	12	43	57
WWSW	Pitt	8.5	14.8	4.6	3	61	92	5	37	63
WTAE	Pitt	7.4	17.0	6.5	1	41	75	24	54	46
WVOR	Roch	8.6	14.6	8.4	1	60	85	14	48	52
KSD	ST L	8.6	14.7	5.2	8	66	85	7	39	61
WASH	Wash	7.4	17.0	9.6	4	61	91	5	42	58
WHEN	Syr	7.1	17.7	12.0	8	57	78	14	44	56

MOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.9	15.9	11.0	1.7	18.7	43.8	54.5	43.7	56.3
WOOD	GR	6.8	18.6	7.3	2	20	45	53	41	59
WKZO	Kal	8.5	14.8	9.9	2	13	30	67	39	61
WTIC	Hart	12.3	10.3	19.2	1	10	31	68	43	57
WELI	NH	9.2	13.6	10.0	0	12	25	75	36	64
WBZ	Bost	7.5	16.8	5.6	2	18	44	54	34	66
WHDH	Bost	8.3	15.1	8.1	3	24	55	42	34	66
WIP	Phil	8.0	15.8	6.8	4	25	56	40	37	63
WJR	Det	8.7	14.5	8.2	1	15	33	66	52	48
WCZY	Det	9.1	13.9	7.5	2	30	71	27	43	57
WSPD	Tol	8.8	14.3	7.3	3	7	33	64	44	56
WOWO	F Wayne	8.9	14.2	15.3	3	25	44	53	41	59
WGN	Chi	9.0	14.0	9.2	1	9	32	67	43	57
WJBC	Bloom	12.7	9.9	20.6	0	24	42	58	34	66
WMBD	Peoria	7.8	16.1	12.9	0	11	30	70	36	64
WHJJ	Prov	5.9	21.3	3.1	4	20	43	53	60	40
KNBR	SF	6.8	18.7	3.7	2	41	72	26	45	55
KSFO	SF	6.1	20.5	5.1	3	16	46	51	52	48
KFMB	SD	6.4	19.6	7.1	0	22	53	47	52	48
KOGO	SD	5.9	21.5	6.2	4	32	58	38	38	62
KGNR	Sacra	8.1	15.6	11.2	0	17	33	67	51	49
WIOD	Miami	7.0	17.9	4.5	1	12	26	73	59	41
WDBO	Orl	8.5	14.8	13.5	0	10	38	62	42	58
WSB	Atl	8.1	15.5	16.6	0	13	40	60	40	60
WGY	A-S-T	8.9	14.2	10.3	2	18	43	55	40	60
KOB	Alb	7.4	17.0	10.2	2	25	52	46	49	51
WAKR	Akr	7.0	18.0	11.9	2	24	47	51	43	57
WBAL	Balt	11.6	10.8	15.3	1	7	26	73	46	54
WTVN	Colum	7.1	17.7	7.7	2	37	63	35	52	48
WLW	Cin	6.4	19.8	11.4	1	27	47	52	51	49
WHIO	Dayton	7.7	16.4	11.1	1	15	39	60	45	55

MOR

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.9	15.9	11.0	1.7	18.7	43.8	54.5	43.7	56.3
WBEN	Buff	7.7	16.4	12.1	2	18	41	57	41	59
WIS	Col,SC	8.0	15.7	13.7	2	28	56	42	50	50
KHOW	Denv	7.7	16.4	6.7	1	37	68	31	43	57
WSJS	Gr-WS	7.7	16.3	19.7	1	25	43	56	43	57
WHP	Harris	12.3	10.2	16.5	0	9	35	65	41	59
WTMJ	Milw	7.5	16.7	10.3	2	8	28	70	48	52
KSSK	Hono	7.2	17.5	11.6	3	30	56	41	50	50
WGNT	Hunt,WV	8.0	15.7	9.0	0	18	40	60	44	56
WIBC	Indy	9.4	13.5	13.8	1	30	55	44	39	61
WAVG	Lou	7.4	17.1	12.0	0	13	39	61	35	65
WHAS	Lou	6.0	21.1	9.7	1	27	55	44	46	54
WTAR	Norf	6.8	18.6	8.0	1	9	41	58	37	63
WNAK	NE PA	18.8	6.7	9.8	0	0	12	88	32	68
WARM	NE PA	7.4	17.1	8.1	2	20	43	55	41	59
KTOK	OK C	9.2	13.7	16.4	2	13	36	62	49	51
KFAB	Omaha	10.6	11.9	18.2	2	17	40	58	44	56
KOY	Phoe	7.5	16.9	15.6	3	24	66	33	48	52
KDKA	Pitt	10.1	12.5	11.2	2	11	36	62	38	62
KEX	Port	7.2	17.5	11.5	2	19	59	39	48	52
WPTF	Ral	9.5	13.2	19.0	0	10	26	74	36	64
WRVA	Rich	9.5	13.3	16.7	1	10	38	61	37	63
WHAM	Roch	5.9	21.4	9.5	4	29	51	45	45	55
KSL	SLC	6.6	19.1	6.7	7	28	57	36	50	50
WFLA	Tampa	7.4	17.0	9.4	2	23	47	51	30	70
WMAL	Wash	9.2	13.7	7.5	1	11	41	58	49	51
KOMO	Sea	7.0	18.0	6.4	1	14	42	57	47	53
WSYR	Syr	8.0	15.7	14.6	2	11	35	63	47	53
KRMG	Tul	8.9	14.1	15.5	2	21	45	53	46	54
WSBA	York	7.4	17.1	11.8	3	24	56	41	43	57

BTFL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
WPAT	NY	8.6	14.7	5.6	1	12	39	60	42	58
WRFM-F	NY	11.4	11.0	8.6	2	9	30	68	42	58
WOOD	GR	8.4	15.0	6.6	1	18	45	54	42	58
WQLR	Kal	8.8	14.3	9.0	0	25	53	47	44	56
WVLK-F	Lex	8.6	14.7	6.0	6	17	40	54	39	61
WEZN	Bridge	12.5	10.1	9.9	0	11	33	67	38	62
WKSS	Hart	9.4	13.5	5.2	4	17	37	59	40	60
WRCH	Hart	9.5	13.2	6.0	1	6	36	63	34	66
WHYN-F	Spr,MA	12.7	9.9	10.0	4	19	45	51	37	63
WHUE	Bost	8.7	14.5	7.8	0	8	35	65	46	54
WJIB	Bost	9.5	13.2	9.0	0	11	38	62	47	53
WEAZ	Phil	9.5	13.2	8.8	1	16	38	61	44	56
WWSH	Phil	11.3	11.1	6.1	1	12	33	66	37	63
WJBR	Wilm	11.1	11.3	11.6	0	13	33	67	49	51
WQQQ	A-B-E	9.8	12.8	4.0	0	14	26	74	35	65
WJR-F	Det	8.4	15.0	5.6	1	10	35	64	45	55
WWJ-F	Det	9.3	13.6	4.8	0	10	26	74	39	61
WLQR	Tol	11.6	10.9	8.0	0	23	45	55	34	66
WGMZ	Flint	8.9	14.2	14.7	2	16	42	56	32	68
WEZV	F Way	13.6	9.3	10.0	0	28	54	46	33	67

A-49

BTFL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
WLAK	Chi	8.8	14.3	5.1	1	15	42	57	45	55
WLOO	Chi	11.9	10.6	10.3	1	15	38	61	39	61
WSWT	Peor	11.1	11.3	14.0	0	27	55	45	44	56
WLKW	Prov	12.7	9.9	14.2	0	10	30	70	41	59
KBIG	LA	9.2	13.7	7.4	1	19	51	48	46	54
KJOI	LA	8.7	14.5	6.1	1	9	32	67	40	60
KOST	LA	8.0	15.8	6.4	0	11	43	57	33	67
KABL-F	SF	7.3	17.3	4.6	1	9	34	65	55	45
KFOG	SF	9.8	12.9	6.4	0	8	40	60	47	53
KOIT	SF	6.7	18.7	6.4	0	19	41	59	44	56
KJQY	SD	11.1	11.4	8.8	2	14	34	64	39	61
KEWT	Sacra	10.1	12.5	9.4	1	13	32	67	35	65
KDUO-F	R-SB-O	11.3	11.0	18.2	0	8	22	78	39	61
KKNU	Fresno	12.6	10.0	17.7	1	17	37	62	36	64
WYOR	Miami	11.7	10.7	9.2	0	11	24	76	37	63
WLYF	FT L	12.0	10.5	15.5	0	7	25	75	35	65
WEAT-F	W Palm	11.3	11.0	17.1	0	11	22	78	46	54
WDBO-F	Orl	10.7	11.8	17.0	1	6	23	76	42	58
KMEZ	D-FW	9.6	13.2	8.0	1	26	56	43	40	60
KOAX	D-FW	8.6	14.6	4.9	0	9	40	60	44	56
WPCH	Atl	8.1	15.5	7.8	1	25	56	43	32	68
WROW	A-S-T	9.8	12.9	12.0	3	4	25	72	37	63
KKJY	Alb	12.8	9.8	15.1	0	16	41	59	37	63
WLIF	Balt	10.8	11.6	8.9	0	13	36	64	39	61
WMAR	Balt	9.4	13.5	6.2	0	18	45	55	35	65
WDOK	Cleve	10.0	12.6	15.2	0	10	35	65	39	61
WQAL	Cleve	8.8	14.3	9.9	0	15	35	65	42	58
WBNS	Colum	7.1	17.9	4.9	1	25	48	51	42	58
WWEZ	Cin	10.0	12.6	13.1	0	15	39	61	40	60
WHIO	Dayt	10.0	12.6	14.9	1	23	49	50	39	61
WJYE	Buff	10.5	12.0	8.3	0	15	42	58	47	53
WEZC	Char	10.1	12.4	18.8	0	8	38	62	38	62
WXRY	Col,SC	12.5	10.0	5.6	0	15	54	46	46	54
WDEF-F	Chat	11.3	11.1	10.0	1	19	44	55	44	56
KOSI	Denv	11.0	11.4	5.7	0	23	55	45	40	60
WGLD	Gr-WS	10.2	12.4	13.8	0	31	58	42	36	64
WSPA-F	Greenv	9.2	13.7	12.5	3	20	55	42	33	67
WHP-F	Harris	12.4	10.2	10.7	0	12	35	65	41	59
WEZW	Milw	10.5	12.0	9.7	0	13	40	60	41	59
KODA	Hou	9.9	12.8	10.5	0	28	67	33	37	63
KYND	Hou	8.2	15.4	8.7	0	20	38	62	43	67
WHEZ	Hun,WV	11.1	11.3	19.8	0	20	39	61	22	68
WXTZ	Indy	11.2	11.2	10.3	1	18	43	56	45	55
WKTZ	Jkvll	10.0	12.5	17.6	2	14	32	66	45	55
KMBR	KC	10.3	12.3	3.6	1	29	65	34	38	62
WEZK	Knox	13.8	9.1	11.2	1	19	48	51	44	56
KEZQ	LR	13.8	9.2	11.3	0	16	50	50	45	55
WVEZ	Lou	11.8	10.7	10.9	0	17	46	54	42	58
WEZI	Mem	9.8	12.9	15.3	1	23	55	44	38	62
WZEZ	Nash	10.6	11.9	12.2	1	15	43	56	38	62

BTFL MUSIC

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
WBYU	NO	13.0	9.7	16.4	0	23	41	59	39	61
WFOG	Norf	10.4	12.1	12.6	1	14	52	47	52	48
KMEO	Phoe	10.7	11.8	13.5	1	9	28	71	38	62
KQYT	Phoe	10.0	12.6	7.9	1	17	37	62	41	59
WSHH	Pitt	7.7	16.4	7.5	1	13	30	69	35	65
WPNT	Pitt	8.0	15.8	3.7	0	14	34	66	46	54
KUPL	Port	9.5	13.3	9.2	0	14	37	63	29	71
WYYD	Ral	11.6	10.9	12.6	0	33	49	51	36	64
WPVR	Roan	11.8	10.7	20.9	0	18	50	50	43	57
WEZO	Roch	11.6	10.8	15.8	1	10	43	56	38	62
KEZK	ST L	10.7	11.8	8.5	1	14	52	47	35	65
KSFI	SLC	8.1	15.5	6.5	2	23	46	52	29	71
WFLA	Tampa	8.7	14.4	12.7	1	8	13	86	43	57
WJYW	Tampa	10.9	11.6	13.7	0	8	24	76	36	64
WWBA	Tampa	13.3	9.4	16.7	0	8	15	85	38	62
WGAY	Wash	11.1	11.3	10.3	0	20	48	52	39	61
KSEA	Sea	11.8	10.8	9.0	2	16	28	70	43	57
KJYK	Tucs	12.8	9.8	15.9	1	13	36	63	45	55
WKBN-F	Young	9.8	12.8	7.5	3	14	44	53	41	59

COUNTRY

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
WHN	NY	6.7	18.8	7.6	2	19	59	39	47	53
WKHK	NY	8.1	15.5	5.6	3	36	81	16	61	39
WCUZ-F	GR	10.9	11.5	14.6	5	34	64	31	51	49
WUSL	Phil	10.9	11.6	10.8	4	24	61	35	44	56
WXKW	A-B-E	10.8	11.7	15.2	0	26	70	30	48	52
WCXI	Det	7.6	16.5	10.4	4	22	61	35	47	53
WWWW	Det	10.1	12.5	13.9	5	26	77	18	50	50
WTOD	Tol	14.5	8.7	5.6	2	8	49	49	43	57
WITL-F	Lans	10.5	12.0	12.6	3	24	63	34	42	58
WQHK	F Wayne	10.1	12.5	13.6	6	22	69	25	52	48
WJEZ	Chi	8.0	15.8	11.1	6	25	64	30	55	45
WMAQ	Chi	6.9	18.2	7.7	4	20	54	42	45	55
WTSO	Mad	9.8	12.9	11.0	2	28	53	45	46	54
WXCL	Peo	8.6	14.7	18.8	2	20	55	43	42	58
WHIM	Prov	16.7	7.6	5.2	0	34	66	34	57	43
KHJ	LA	7.0	18.0	9.6	3	33	69	28	54	46
KLAC	LA	7.5	16.8	8.4	2	23	55	43	56	44
KZLA-F	LA	9.5	13.3	9.8	3	35	68	29	53	47
KNEW	SF	8.1	15.6	11.1	8	24	55	37	51	49
KSAN	SF	7.7	16.4	7.0	1	39	74	25	60	40
KCBQ	SD	7.7	16.4	13.4	13	37	68	19	45	55
KSON-F	SD	7.6	16.7	6.3	3	36	62	35	54	46
KRAK	Sacra	11.1	11.4	21.9	2	26	76	22	51	49
KUZZ	Baker	13.3	9.5	25.3	5	29	55	40	53	47
WIRK-F	W Palm	10.4	12.2	21.2	9	16	66	25	48	52

COUNTRY

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
WHOO-F	Orl	9.7	13.0	13.3	3	35	71	26	52	48
KBOX	D-FW	9.7	13.0	13.7	0	13	39	61	42	58
WPLX	D-FW	7.6	16.7	8.9	13	45	72	15	37	63
KSCS	D-FW	8.6	14.7	10.4	8	44	76	16	50	50
WBAP	D-FW	8.2	15.3	11.3	2	24	49	49	57	43
WKHX	Atl	9.4	13.5	10.9	11	34	70	19	55	45
WPLO	Atl	9.2	13.6	14.8	3	11	57	40	49	51
KVET	Aus	7.6	16.5	13.8	4	29	58	38	51	49
KRST	Alb	12.1	10.4	13.3	8	61	86	6	38	52
WSLR	Akron	8.0	15.7	13.2	0	19	58	42	51	49
WYNK-F	BR	12.3	10.2	23.6	4	33	63	33	49	51
WPOC	Balt	10.5	12.1	14.7	6	26	58	36	57	43
KYKR	B-PA-O	10.5	12.1	14.1	9	38	67	24	44	56
WZZK	Birm	12.2	10.3	23.2	4	42	73	23	39	61
WHK	Cleve	7.8	16.2	10.9	2	25	55	43	52	48
WUBE	Cin	9.4	13.4	19.0	3	27	72	25	43	57
WONE	Dayt	9.1	13.9	16.5	1	29	58	41	49	51
WSOC-F	Charl	11.7	10.8	20.4	7	30	71	22	57	43
WCOS-F	Col,SC	11.4	11.0	23.1	2	30	69	29	51	49
WEZL	Char,SC	10.9	11.6	19.7	5	23	65	30	49	51
WDOD-F	Chatt	9.5	13.2	12.4	4	45	73	23	49	51
KLZ	Denv	7.6	16.6	12.9	3	34	67	30	49	51
KSO	DM	10.3	12.2	19.0	3	28	66	31	47	53
KHEY	EP	9.5	13.3	14.8	6	32	64	30	56	44
KLOZ	EP	11.0	11.5	8.1	5	72	88	7	37	63
WTQR	Gr-WS	11.3	11.2	18.6	4	34	63	33	59	41
WESC	Greenv	10.2	12.3	12.3	1	28	66	33	46	54
WBCS	Milw	10.2	12.3	14.2	5	32	64	31	48	52
KDEO	Hono	11.6	10.8	7.6	2	55	81	17	70	30
KIKK-F	Hou	9.1	13.8	9.1	6	48	80	14	45	55
KILT-F	Hou	8.9	14.1	10.0	12	50	78	10	49	51
WFMS	Indy	12.1	10.4	13.8	2	33	64	34	53	47
WIRE	Indy	9.1	13.8	18.7	3	24	55	42	47	53
WQIK	Jkvll	10.8	11.7	22.2	3	39	76	21	56	44
WXBQ	JC-Kin	10.5	12.0	19.3	4	44	80	16	43	57
WDAF	KC	10.7	11.8	18.0	4	25	57	39	48	52
WIVK	Knox	11.5	11.0	14.7	2	37	73	25	39	61
WRKZ	Harris	11.1	11.4	13.6	5	40	71	24	37	63
KSSN	LR	12.2	10.3	21.6	2	41	79	19	45	55
KLLL-F	Lubb	11.6	10.9	15.9	8	53	73	19	42	58
WAMZ-F	Lou	8.2	15.4	17.7	6	37	67	27	50	50
WCII	Lou	8.3	15.2	11.2	3	35	78	19	50	50
WMC	Mem	8.3	15.2	17.1	0	19	65	35	49	51
WDGY	M-SP	7.5	16.7	10.5	4	33	68	28	53	47
WKSJ-F	Mob	11.3	11.2	21.7	5	34	63	32	44	56
WSIX-F	Nash	11.1	11.3	19.4	6	20	62	32	47	53
WSM	Nash	4.9	25.8	5.7	0	20	51	49	53	47
WNOE-F	NO	10.4	12.1	15.7	3	35	76	21	54	46
WCMS-F	Norf	12.8	9.8	20.5	0	34	78	22	54	46
KEBC	OK C	12.0	10.5	22.6	3	37	72	25	51	49

COUNTRY

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.4	13.0	13.5	4.0	30.2	63.6	32.4	48.0	52.0
KOMA	OK C	7.9	16.0	8.9	4	48	78	18	46	54
KNIX-F	Phoe	9.4	13.5	13.3	10	31	67	23	41	59
WEEP	Pitt	15.9	7.9	6.9	0	20	54	46	46	54
KWJJ	Port	9.4	13.4	11.1	0	21	50	50	61	39
WRNL	Rich	9.7	12.9	11.6	4	34	68	28	45	55
KSD	ST L	7.7	16.4	11.2	4	29	73	23	53	47
WIL-F	ST L	8.9	14.1	8.6	5	30	64	31	43	57
KKYX	SA	8.8	14.3	13.8	1	19	55	44	57	43
WSUN	Tampa	9.7	12.9	15.9	1	16	36	63	53	47
WQYK	Tampa	12.9	9.8	18.4	2	18	51	47	45	55
WVKX	Wash	9.0	14.1	9.4	7	32	71	22	37	63
WMZQ	Wash	8.1	15.5	5.9	5	43	82	13	46	54
KCUB	Tucs	12.5	10.1	16.0	3	29	53	44	42	58
KVOO	Tulsa	10.2	12.3	17.7	3	19	43	54	49	51
KFDI	Wich	9.0	14.0	13.9	2	9	30	68	51	49
KFH	Wich	8.4	15.0	15.7	2	21	59	49	51	49
KWEN	Tulsa	11.2	11.2	14.9	16	44	69	15	42	58

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		8.2	15.3	9.9	0.8	13.1	33.3	65.9	47.2	52.8
WCBS	NY	6.0	21.1	6.9	1	13	36	63	55	45
WINS	NY	6.6	19.2	6.9	2	13	34	64	47	53
WMCA	NY	8.0	15.7	1.3	1	7	29	70	46	54
WOR	NY	9.8	12.8	11.3	0	7	21	79	34	66
WPOP	Hart	5.4	23.2	4.5	0	12	40	60	52	48
WEEI	Bost	7.6	16.6	7.8	1	12	34	65	52	48
KYW	Phil	6.8	18.6	9.2	1	20	36	63	54	46
WWDB	Phil	11.5	11.0	5.9	1	7	29	70	43	57
WWJ	Det	7.2	17.6	7.2	1	10	25	74	58	42
WXYZ	Det	11.9	10.6	9.7	1	9	24	75	36	64
WBBM	Chi	6.8	18.6	6.3	1	13	32	67	50	50
WIND	Chi	10.2	12.3	11.9	0	9	24	76	29	71
WOC	D-RI-M	9.7	13.0	13.0	0	6	21	79	43	57
WEAN	Prov	7.1	17.7	7.2	0	13	23	77	54	46
KABC	LA	10.0	12.7	11.0	1	12	32	67	45	55
KFWB	LA	7.0	18.1	10.9	0	13	44	56	57	43
KNX	LA	5.6	22.5	7.3	0	13	38	62	48	52
KCBS	SF	6.6	19.2	5.5	1	16	37	62	55	45
KGO	SF	9.0	14.0	9.4	1	16	36	63	43	57
KSDO	SD	7.1	17.8	13.6	1	14	36	63	50	50
KFBK	Sacra	6.4	19.6	5.8	0	10	26	74	57	43
KMJ	Fresno	9.5	13.3	17.8	0	8	31	69	54	46
WINZ	Miami	7.9	15.9	13.1	1	8	18	81	37	63
WNWS	Miami	9.8	12.9	16.5	1	5	22	77	37	63
KRLD	D-FW	7.1	17.7	10.6	1	20	45	54	55	45

NEWS/TALK

NATIONAL MEAN:		8.2	15.3	9.9	0.8	13.1	33.3	65.9	47.2	52.8
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WFAA	D-FW	7.5	16.7	9.2	0	25	52	48	51	49
WGST	Atl	7.2	17.6	10.7	1	24	54	45	60	40
WQBK	A-S-T	18.5	6.8	7.5	0	5	13	87	24	76
WERE	Cleve	7.7	16.3	9.2	1	15	28	71	50	50
KOA	Denv	8.0	15.7	6.7	1	17	45	54	50	50
WHO	DM	9.5	13.3	15.0	1	13	28	71	42	58
KHVH	Hono	5.5	22.8	6.9	2	17	56	42	66	34
KPRC	Hou	9.7	13.0	9.4	1	15	36	63	41	59
KTRH	Hou	8.3	15.1	16.4	1	16	37	62	53	47
KCMO	KC	6.6	19.0	6.1	5	25	42	53	64	36
WCCO	M-SP	10.7	11.8	13.3	1	18	40	59	47	53
WLAC	Nash	7.5	16.8	8.0	0	14	26	74	40	60
WGSO	NO	7.1	17.8	10.9	1	13	31	68	50	50
WNIS	Norf	9.8	12.8	16.2	0	19	43	57	55	45
KTAR	Phoe	9.6	13.2	18.3	0	12	32	68	52	48
KMOX	ST L	11.2	11.2	15.5	2	15	40	58	45	55
WOAI	SA	8.7	14.5	14.3	0	16	47	53	53	47
WRC	Wash	8.0	15.8	8.3	2	16	39	59	42	58
WTOP	Wash	6.6	19.0	9.5	2	14	38	60	54	46
KIRO	Sea	7.6	16.5	10.1	1	24	49	50	54	46
WBBW	Young	11.7	10.8	12.9	0	5	20	80	35	65

BLACK/URBAN/JAZZ

NATIONAL MEAN:		9.9	12.8	22.1	19.4	53.9	68.9	11.7	42.5	57.5
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WDAS-F	Phil	10.7	11.7	28.6	19	67	79	2	38	62
WBLS	NY	10.4	12.1	9.3	14	65	81	5	45	55
WKTU	NY	9.0	14.0	8.3	23	56	70	7	43	57
WRKS	NY	10.2	12.3	11.3	25	59	70	5	43	57
WGPR	Det	9.7	13.0	9.9	32	49	63	5	41	59
WJLB-F	Det	6.6	19.1	6.4	9	48	70	21	39	61
WLBS-F	Det	9.7	13.0	5.7	15	67	81	4	54	46
WDZZ	Flint	13.5	9.3	32.0	16	54	77	7	48	52
WGCI	Chi	11.3	11.1	22.1	20	64	77	3	43	57
WJPC	Chi	7.5	16.9	9.0	22	51	62	6	45	55
KDAY	LA	7.9	16.0	8.2	12	65	81	7	61	39
KGFJ	LA	9.7	12.9	19.2	29	53	62	9	31	69
KDIA	SF	6.4	19.6	11.1	22	49	66	12	49	51
KSOL	SF	10.9	11.5	17.6	31	55	63	6	48	52
WEDR	Miami	14.1	8.9	36.1	18	66	78	4	49	51
KKDA-F	D-FW	9.4	13.5	14.4	23	55	71	6	33	67
KNOK-F	D-FW	10.9	11.5	19.6	25	60	70	5	42	58
WAOK	Atl	6.2	20.2	18.4	17	35	58	25	36	64
WVEE	Atl	11.9	10.6	32.9	21	67	76	3	52	48
WXOK	BR	12.0	10.5	34.5	21	43	56	23	42	58
WWIN	Balt	8.2	15.3	15.6	36	34	48	16	37	63
WXYV	Balt	9.3	13.6	23.4	15	65	80	5	51	49
WENN-F	Birm	9.4	13.4	21.2	17	59	75	8	51	49
WDMT	Cleve	9.8	12.8	33.6	19	60	75	6	48	52
WDAD	Dayton	13.5	9.4	33.7	15	52	72	13	43	57

BLACK/URBAN/JAZZ

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		9.9	12.8	22.1	19.4	53.9	68.9	11.7	42.5	57.5
WBLK	Buff	11.2	11.2	30.1	11	64	79	10	44	56
WPEG	Charl	9.3	13.5	19.8	16	54	74	10	47	53
WOIC	Col,SC	11.5	11.0	33.5	13	47	60	27	35	65
WQMG	Gr-WS	11.5	11.0	32.2	18	60	80	2	44	56
WLUM	Milw	9.5	13.3	26.3	22	65	77	1	37	63
KMJQ	Hou	11.1	11.3	19.9	19	54	71	10	46	54
WTLC	Indy	13.8	9.1	43.8	22	42	60	18	41	59
KPRS	KC	13.4	9.4	30.0	18	59	77	5	33	67
KOKY	LR	12.8	9.9	41.6	21	55	66	13	32	68
WLOU	Louis	17.2	7.3	43.9	12	51	66	22	54	46
WDIA	Mem	8.0	15.8	21.1	15	18	36	49	43	57
WHRK	Mem	13.2	9.5	29.8	21	60	73	6	48	52
WBLX	Mob	9.9	12.8	19.3	26	50	65	9	35	65
WVOL	Nash	10.2	12.4	42.0	21	61	71	8	45	55
WAIL	NO	10.2	12.3	25.8	33	45	61	6	41	59
WRAP	Norf	6.1	20.8	12.3	14	44	81	5	53	47
WAMO-F	Pitt	11.3	11.1	27.5	16	63	76	8	41	59
KMJM	ST L	9.6	13.1	15.0	27	59	71	2	39	61
WHUR	Wash	8.1	15.6	8.2	10	67	85	5	45	55
WKYS	Wash	9.6	13.1	13.4	13	68	81	6	39	61

SPANISH

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		15.8	8.1	28.4	3.1	35.1	61.9	36.0	37.2	62.8
WADO	NY	16.3	7.7	20.3	0	17	54	46	24	76
WJIT	NY	17.6	7.2	22.3	5	30	54	41	28	72
WOJO	Chi	10.3	12.2	59.4	4	60	81	15	57	43
KALI	LA	14.4	8.7	38.2	7	44	75	18	43	57
KTNQ-F	LA	13.7	9.2	30.0	8	52	84	8	47	53
KWKW	LA	17.0	7.4	34.3	1	31	70	29	45	55
KWAC	Baker	18.3	6.9	16.3	5	50	79	16	30	70
KGST	Fresno	12.9	9.8	17.8	6	43	51	43	27	73
WCMQ-F	Miami	16.3	7.7	23.9	1	40	82	17	40	60
WQBA	Miami	13.4	9.4	19.3	2	12	39	59	38	62
WRHC	Miami	35.3	3.6	29.5	2	8	27	71	37	63
KAMA	EP	12.8	9.9	19.2	3	32	54	43	17	83
KEYH	Hou	13.2	9.6	7.7	1	65	89	10	48	52
KGBT	McA-Br	22.3	5.6	47.9	4	18	49	47	35	65
KPHX	Phoe	18.4	6.8	49.4	0	35	57	43	43	57
KCOR	SA	14.9	8.5	29.6	1	24	45	54	36	64

CLASSICAL

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.4	17.0	5.7	0.4	29.1	60.3	39.3	49.8	50.2
WNCN-F	NY	5.7	22.0	3.8	0	31	60	40	56	44
WQXR-F+	NY	6.9	18.4	6.3	0	11	32	68	51	49
WCRB	Bost	6.5	19.3	1.6	0	39	63	37	54	46
WFLN+	Phil	7.1	17.8	4.7	0	29	65	35	61	39
WQRS	Det	7.9	15.9	2.5	0	16	58	42	54	46

CLASSICAL

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		7.4	17.0	5.7	0.4	29.1	60.3	39.3	49.8	50.2
WFMT	Chi	9.0	13.9	8.8	0	24	50	50	50	50
KFAC-F	LA	4.9	25.7	2.3	2	26	52	46	56	44
KDFC-F+	SF	6.9	18.3	6.1	0	39	66	34	53	47
KKHI-F+	SF	7.0	18.1	3.1	0	21	53	47	45	55
KFSD	SD	10.5	12.0	10.2	1	38	74	25	54	46
WTMI	Miami	8.2	15.4	7.4	0	13	57	43	47	53
WRR	D-FW	6.8	18.6	5.0	0	34	71	29	49	51
WCLV	Cleve	9.8	12.9	15.1	1	27	51	48	51	49
KVOD	Denv	9.2	13.7	7.7	0	36	73	27	52	48
WFMR	Milw	7.9	15.9	5.2	0	38	55	45	38	62
KLEF	Hou	8.9	14.2	8.7	0	44	82	18	46	54
WGH-F	Norf	6.0	21.0	3.3	3	25	47	50	42	58
KHEP-F	Phoe	8.6	14.6	3.3	0	24	51	49	38	62
WGMS+	Wash	7.7	16.5	3.2	0	30	70	30	52	48
KING-F	Sea	9.0	14.0	6.1	0	36	75	25	46	54

BIG BAND/NOSTALGIA

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		10.0	12.6	8.4	0.5	7.8	30.5	69.0	45.1	54.9
WNEW	NY	9.1	13.9	7.4	0	10	37	63	50	50
WMAS	Spr,MA	10.7	11.8	8.2	0	8	32	68	46	54
WXKS	Bost	14.4	8.7	7.3	0	5	30	70	48	52
WPEN	Phil	9.2	13.8	5.5	1	14	35	64	48	52
WLKW	Prov	13.7	9.2	8.4	1	3	12	87	36	64
KLIV	SF	6.8	18.5	3.7	1	10	27	72	29	71
KMPX	SF	10.6	11.9	2.9	0	13	39	61	37	63
KMLO	SD	10.6	11.8	10.0	0	2	25	75	43	57
WVCG	Miami	8.4	14.9	11.2	0	5	27	73	53	47
KFJZ	D-FW	8.1	15.6	13.6	0	9	34	66	37	63
WITH	Balt	9.4	13.4	12.4	0	14	37	63	49	51
WBBG	Cleve	8.3	15.1	7.0	0	9	28	72	48	52
WCOL	Colum	8.2	15.4	6.1	0	8	22	78	43	57
WMLX	Cin	11.2	11.2	10.4	3	3	29	68	43	57
WECK	Buff	9.5	13.3	10.8	0	6	41	59	55	45
KEZW	Denv	10.9	11.6	9.9	0	8	32	68	51	49
KJLA	KC	10.5	12.0	6.4	0	6	39	61	47	53
KLFF	Phoe	10.6	11.8	8.3	0	12	40	60	44	56
WJAS	Pitt	9.7	13.1	9.2	1	5	30	69	59	41
KUPL	Port	9.2	13.6	7.1	0	13	27	73	45	55
WPXN	Roch	9.8	12.8	2.3	4	9	33	63	43	57
WGUL	Tampa	28.3	4.4	16.7	0	0	15	85	39	51

RELIGION

		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
NATIONAL MEAN:		8.2	15.4	12.0	3.5	24.4	45.6	50.9	33.5	66.5
WWDJ	NY	11.6	10.9	7.6	6	35	68	26	32	68
WROL	Bost	5.6	22.7	1.1	2	2	24	74	29	71
WMUZ	Det	6.5	19.4	12.2	5	43	52	43	26	74
KBRT	LA	7.0	18.1	12.3	6	59	83	11	40	60
KIEV	LA	6.6	19.0	3.4	0	4	21	79	55	45
KEAR	SF	8.1	15.6	17.3	0	36	70	30	39	61
KFAX	SF	9.2	13.7	7.6	0	21	29	71	34	66
KPBC	D-FW	9.8	12.9	10.6	14	36	62	24	26	74
WRBS	Balt	11.3	11.1	28.7	0	30	64	36	23	77
WDJC	Birm	8.8	14.4	11.9	3	34	55	42	46	54
WEMM	Hunt,WV	8.6	14.7	24.9	4	15	35	61	24	76
WFIA	Lou	10.4	12.1	7.9	0	0	17	83	46	54
KWAM-F	Mem	7.4	17.0	22.2	13	35	43	44	30	70
WPIT	Pitt	8.6	14.6	4.4	0	0	13	87	37	63
KGDN	Sea	8.2	15.3	8.2	0	16	48	52	16	84

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Fall 81. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(O/N 80 CPM)
Akron (3 sta)	232	$114.25	$2056.50	$4.92	(5.16)
Albany-Schen-Troy	834	294.25	5296.50	3.53	(3.43)
Albuquerque	430	189.25	3406.50	4.40	(4.45)
Allen-Beth-Easton	540	164.35	2958.30	3.04	(2.39)
Anaheim	226	156.13	2810.34	6.91	(8.62)
Anchorage	146	115.00	2070.00	7.88	(6.70)
Apple-Osh	237	73.75	1327.50	3.11	
Atlanta	1564	525.75	9463.50	3.36	(3.69)
Austin	415	159.75	2875.50	3.85	(4.18)
Bakersfield	263	84.62	1523.16	3.22	(4.42)
Baltimore	1423	446.25	8032.50	3.14	(2.74)
Baton Rouge	537	129.00	2322.00	2.40	(2.18)
Beaumont	292	114.00	2052.00	3.90	(3.43)
Birmingham	749	238.83	4298.94	3.19	(3.64)
Bloomington (4 sta)	132	90.00	1620.00	6.82	(5.48)
Boston	2722	918.12	16526.16	3.37	(2.50)
Bridgeport	433	176.25	3172.50	4.07	(4.82)
Buffalo	1034	407.75	7339.50	3.94	(3.32)
Canton	271	138.50	2493.50	5.11	(2.88)
Charleston, SC	390	144.75	2695.50	3.71	(3.03)
Charlotte	1110	403.50	7263.00	3.65	(3.36)
Chattanooga	464	150.63	5850.00	3.25	(3.41)
Chicago	4611	976.00	17568.00	2.12	(2.24)
Cincinnati	1075	374.00	6732.00	3.48	(3.05)
Cleveland	1407	446.69	8040.42	3.18	(3.22)
Colorado Spgs	271	99.68	1794.24	3.68	(3.69)
Columbia	533	203.45	3662.10	3.82	(5.44)
Columbus, OH	940	429.54	7731.72	4.57	(3.51)
Corpus Christi	255	99.38	1788.84	3.90	
Dallas-FW	2111	815.01	14670.18	3.86	(3.44)
Dayton	731	284.00	5112.00	3.89	(3.55)
Daytona Beach	213	92.40	1663.20	4.34	(4.48)
Denver	1068	476.25	8572.50	4.46	(4.23)
Des Moines	570	186.45	3356.10	3.27	(2.48)
Detroit	2463	714.75	12865.50	2.90	(2.64)
El Paso	364	167.00	3006.00	4.59	(4.09)
Eugene-Spr	241	117.25	2110.50	4.87	(3.65)
Flint	367	168.25	3028.50	4.58	(4.89)
Ft. Wayne	665	219.01	3942.18	3.29	(4.01)
Fresno	608	193.00	3474.00	3.17	(2.93)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(O/N 80 CPM)
Grand Rapids	731	$284.00	$5112.00	$3.89	(3.55)
Greens-WS	710	257.50	4635.00	3.63	(3.69)
Greenv-Spart	747	194.00	3492.00	2.60	(2.71)
Harrisburg	425	213.90	3850.20	5.03	(4.47)
Hartford	1200	435.75	7843.50	3.63	(3.62)
Honolulu	470	168.56	3034.08	3.59	(2.75)
Houston	1606	595.05	10710.90	3.71	(3.48)
Huntington	335	152.50	2745.00	4.55	(3.25)
Indianapolis	1134	438.13	7886.34	3.86	(3.40)
Jacksonville	606	316.87	5703.66	5.23	(5.07)
JC-Kings-Bristol	379	81.00	1458.00	2.14	(2.27)
Kalamazoo	215	138.33	2489.94	6.43	(6.05)
Kansas City	1455	405.50	7299.00	2.79	(2.78)
Knoxville	1014	186.50	3357.00	1.84	(1.89)
Lancaster	362	124.65	2243.70	3.44	(4.47)
Lansing	415	150.12	2702.16	3.62	(3.01)
Las Vegas	303	127.73	2299.14	4.22	(3.86)
Lexington	455	145.25	2614.50	3.19	(2.57)
Little Rock	639	144.38	2598.84	2.26	(2.84)
Los Angeles	4192	1289.38	23208.84	3.08	(3.40)
Louisville	767	230.25	4144.50	3.00	(3.31)
Lubbock	308	83.15	1496.70	2.70	
Madison	424	121.25	2182.50	2.86	
McAllen-Browns	519	114.75	2065.50	2.21	(2.15)
Memphis	948	353.50	6363.00	3.73	(3.86)
Miami	1484	422.50	7605.00	2.85	(3.55)
Milwaukee	1010	424.88	7647.84	4.21	(3.29)
Minn-SP	2274	661.26	11902.68	2.91	(2.71)
Mobile	498	169.23	3046.14	3.40	(3.24)
Modesto	260	76.78	1382.04	2.95	
Nashville	840	311.87	5613.66	3.71	(3.91)
Nassau-Soffolk	658	153.50	2763.00	2.33	(2.50)
New Haven	391	243.65	4385.70	6.23	(6.22)
New Orleans	899	273.00	4914.00	3.04	(3.53)
New York	7344	1313.13	23636.34	1.79	(1.75)
Norfolk	762	249.75	4495.50	3.28	(2.52)
NE PA	490	137.13	2468.34	2.80	(2.53)
Oklahoma City	789	288.75	5197.50	3.66	(3.03)
Omaha	914	278.38	5010.84	3.05	(2.84)
Orlando	725	271.75	4891.50	3.75	(3.43)
Peoria	325	114.75	2065.50	3.53	(3.20)
Philadelphia	2933	690.89	12436.02	2.36	(2.04)
Phoenix	933	373.68	6726.24	4.01	(3.82)
Pittsburgh	1921	512.75	9229.50	2.67	(2.10)
Portland, OR	1038	390.75	7033.50	3.76	(3.79)
Providence	1037	365.00	6570.00	3.52	(3.20)
Quad Cities	377	160.75	2893.50	4.26	(4.37)
Raleigh	992	255.75	4603.50	2.58	(3.31)
Reading (4 sta)	182	105.25	1894.50	5.78	
Richmond	623	194.75	3505.50	3.13	(3.56)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(O/N 80 CPM)
Riverside-SB-Ont	332	$145.50	$2619.00	$4.38	(3.63)
Roanoke	522	164.38	2958.84	3.15	
Rochester	677	403.75	7267.50	5.96	(5.51)
Sacramento	865	347.50	6255.00	4.02	(3.28)
St. Louis	1904	614.15	11054.70	3.23	(2.93)
Salinas-Seaside	212	95.50	1719.00	4.50	(4.06)
Salt Lake City	681	229.13	4124.34	3.36	(3.12)
San Antonio					(3.05)
San Diego	838	410.63	7391.34	4.90	(5.44)
San Francisco	2649	881.12	15860.16	3.33	(2.79)
San Jose	696	401.01	7218.18	5.76	(5.17)
Seattle	1290	409.00	7362.00	3.17	(3.64)
Shreveport	444	166.50	2997.00	3.75	(2.75)
Spokane	337	132.23	2380.14	3.92	(4.04)
Springfield, MA	412	174.25	3136.50	4.23	(3.22)
Stockton	131	93.88	1689.84	7.17	(5.09)
Syracuse	521	213.50	3843.00	4.10	(3.84)
Tampa-St. Pete	1322	360.44	6487.92	2.73	(2.59)
Toledo	759	251.00	4518.00	3.31	(3.26)
Tucson	388	132.06	2377.08	3.40	(3.79)
Tulsa	810	187.38	3372.84	2.31	(2.33)
Washington	1759	747.50	13455.00	4.27	(3.56)
West Palm Beach	414	168.50	3033.00	4.07	(3.57)
Wichita	369	161.00	2898.00	4.36	(2.69)
Wilmington, DE	334	121.42	2185.56	3.64	(3.20)
Worcester	412	196.75	3541.50	4.78	(4.76)
York	403	143.10	2575.80	3.55	(3.45)
Youngstown	501	155.50	2799.00	3.10	(2.59)
	103994	$34,290.20	$617,223.60	$3.30	(3.11)

FALL 81 CPM (118 markets): $3.30 (6.11% increase over O/N 80)
O/N 80 CPM (109 markets): $3.11 (13.92% increase over O/N 79)
O/N 79 CPM (90 markets): $2.73 (16.17% increase over O/N 78)
O/N 78 CPM (80 markets): $2.35 (10.85% increase over O/N 77)
O/N 77 CPM (74 markets): $2.12

MOST EXPENSIVE MARKETS	
1. Anchorage	$7.88
2. Stockton	7.17
3. Anaheim*	6.91
4. Bloomington,IL	6.82
5. Kalamazoo	6.43
6. New Haven	6.23
7. Rochester	5.96
8. Reading	5.78
9. San Jose	5.76
10. Jacksonville	5.23

LEAST EXPENSIVE MARKETS	
1. New York	$1.79
2. Knoxville	1.84
3. Chicago	2.12
4. John City-Kings-Bris	2.14
5. McAllen-Brown	2.21
6. Little Rock	2.26
7. Tulsa	2.31
8. Nassau-Suffolk	2.33
9. Philadelphia	2.36
10. Baton Rouge	2.40

* Orange County only

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten up to seven station/reps were listed; in 100+ markets only one or two station/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	O/N 80 TOT	O/N 79 TOT
1. Katz	8	6	25	11	12	9	1	72	(74)	(57)
2. Blair	9	5	22	11	9	5	-	61	(54)	(50)
3. Eastman	7	7	18	11	12	2	1	58	(64)	(52)
4. Mc-Guild	5	6	13	9	9	10	2	54	(58)	(43)
5. Torbet	5	6	14	9	9	9	1	53	(48)	(43)
6. Christal	8	5	12	7	6	6	-	44	(31)	(34)
7. Selcom	4	-	6	8	5	4	-	27	(18)	(15)
8. MMR	4	3	7	3	-	1	-	18	(18)	(11)
9. CBS Spot	5	2	3	-	-	-	-	10	(12)	(16)
10. RAR	5	2	1	-	1	-	-	9	(11)	(9)
Masla	1	1	2	2	2	1	-	9	(10)	(7)
12. HNW	1	2	1	2	-	2	-	8	(--)	(--)
13. RKO	4	1	1	-	-	-	-	6	(7)	(6)
14. CBS FM	1	1	2	-	-	-	-	4	(-)	(-)
Howard	1	-	2	1	-	-	-	4	(6)	(4)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	O/N 80 TOT	O/N 79 TOT
1. Katz	1	2	6	4	5	8	1	27	(21)	(17)
2. Torbet	-	2	5	1	4	5	1	18	(14)	(10)
3. Eastman	1	-	3	4	4	2	1	15	(14)	(11)
4. Blair	2	1	7	2	2	1	-	15	(19)	(15)
5. Mc-Guild	1	-	2	2	2	4	2	13	(16)	(9)
6. Christal	2	-	1	3	2	2	-	10	(8)	(11)
7. Selcom	-	-	1	1	2	-	-	4	(4)	(2)
8. RAR	1	1	-	-	1	-	-	3	(4)	(2)

Masla, CBS Spot, HNW - 2 stations
RKO, MMR - 1 station

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers and consultants are performing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A minimum of 5 stations was required before a programmer was included. Only those companies sending me their complete client lists are included.

TOTAL 1/4 HR LISTENERS

Programmer	Stations	Listeners
1. Schulke	67	8995
2. Burkhart-Abrams	83	8017
3. Bonneville	43	6292
4. TM	60	3263
5. Al Ham	46	2421
6. FM 100	21	2414
7. Drake-Chen	22	1333
8. Century 21	12	511
9. KalaMusic	7	263

	FORMAT	# OF STATIONS	¼ HR AVG	AVG PER STATION	AVG SHARE
Schulke	BTFL	54	8180	151	7.17
	SRP II	13	815	63	3.34
		67	8995	134	
Burk-Abr	AOR	57	6445	113	10.62
	Other	26	1572	60	5.96
		83	8017	97	
Bonneville	BTFL	43	6292	146	7.78
TM	ROCK	16	823	51	9.75
	BTFL	12	786	66	5.63
	SOFT/AC	11	650	59	4.53
	COUNTRY	13	743	57	6.76
	MOR	6	173	29	2.37
	BLACK	2	88	44	6.00
		60	3263	54	
Al Ham	BIG BAND/NOST	46	2421	53	3.58
FM 100	BTFL	19	2369	125	5.74
	Other	2	45	23	2.90
		21	2414	115	
Drake-Chen	ROCK	8	511	64	9.20
	COUNTRY	9	548	61	7.03
	BLACK	4	257	64	6.90
	Other	1	17	17	2.00
		22	1333	61	
Century 21	ROCK/AC	5	207	41	7.82
	COUNTRY	5	172	34	4.38
	BTFL	2	132	66	4.30
		12	511	43	
KalaMusic	BTFL	7	263	38	8.93

STATION TRADING

This table shows major station sales since the last edition of American Radio. This will be a regular feature of each edition.

STATION	MARKET	COMPANY INVOLVED	PRICE	BROKER	CLOSED ?
WJVA	S. Bend	Purch by Miramer	$275,000	(Shahenn)	X
WJDX,WZZQ-F	Jackson,MS	Purch by Rothfus/Confer	$4,437,000		X
WRNL,WRXL-F	Richmond	Rust to Capitol (WRAL)	$4,000,000	(Blackburn)	X
WYDE	Birmingham	Sold by Colum Pic Ind	$1,500,000	(Ford/Hayslett)	X
KNOW,KCSW-F	Austin	By Mayes to Hicks	$2,500,000		X
WVKO A/F	Col, O	To Marvin Josephson	$3,000,000	(Shaheen)	X
KERE	Denver	From Mission to Sandusky	$2,500,000	(Chapman)	X
WKOP	Bing, NY	To Regional	$720,000	(Horton)	X
WDOQ-F	Day B	From Patten to Abell	$2,836,000	(Richards)	X
WKWK A/F	Wheeling	From Comm Ser to Price	$1,350,000		
WXOK	Bat Rouge	By Security	$2,850,000	(Mitchell)	X
WBBG,WWWM-F	Cleve	From Embuscia to Robinson	$6,200,000		X
WSAI A/F	Cin	From Affil to Booth	$5,200,000	(Hepburn)	
WAVA-F	Wash	To Doubleday	$8,000,000		X
KSAN-F	SF	From Metrom to Malrite	$7,000,000		X
KEIN	Great Fl,MT	By Mayer	$1,000,000	(Crisler)	X
WLAK-F	Chi	From Storer to Viacom	$8,000,000	(Hepburn)	
WEFM-F	Chi	GCC to First Media	$9,200,000		X
WIFI-F	Phil	GCC to BENI	$6,800,000		
WROZ	Evans	Fuqua to South Central	$1,000,000		
WBIE	Marietta (Atl)	To Cap Cities	$7,350,000		X
WBZ-F	Bost	Westing to Greater Med	$5,000,000		X
WGNI,WARV-F	Wilm, NC	To Cape Fear	$1,425,000		X
KJJJ A/F	Phoenix	ITC to Wolpin Co.	$6,000,000	(Crisler)	X
WTCR,WHEZ-F	Hunt	Greater Med to CRB	$2,500,000		X
WKDD-F	Akron	To Welcome	$3,000,000		X
WJCW.WQUT-F	Johnson City,TN	To Bloomington	$3,400,000	(Richards)	X
WRFD	Colum, O	To Epperson	$1,800,000		X
KWKI-F	Kans City	Swaggert to Sandusky	$3,100,000	(Chapman)	X
KAMA A/F	El Paso	To Thrash	$2,790,000	(Blackburn)	
WEFM-F	Chi	GCC to First Media	$6,500,000		
KEGL-F	Fort Worth	Swanson to Sandusky	$8,500,000		
WQRK-F	Norfolk		$2,600,000		
KCBN,KRNO-F	Reno	To Roth	$3,775,000	(Grandy)	X
WCRJ A/F	Jkvlle,Fl	To Abell	$2,093,000		
WHOM-F	Mt. Wash,NH		$3,500,000		X
KYOK	Houston	Sold by Shamrock	$1,500,000		
WWRL	New York	Viacom to NBN	$1,500,000	(Blackburn)	
WBOW A/F	Terre Haute	Quincy News to Michael Rice	$750,000	(Blackburn)	
KKUA,KQMQ-F	Honolulu				
KJOI-F	LA	LA Coke to Beatrice Foods	$20,000,000		
KEND	Lubbock,TX	To Thrash/Frankhouser	$1,015,000	(Fischer)	
WNOX	Knoxville	Scri-How to Sanders	$1,200,000	(Blackburn)	
KATT A/F	Okl City	To Surrey	$3,650,000	(Richter-Kabil)	
WACO,KHOO-F	Waco	To Harris	$2,668,000		
WFLA A/F	Tampa/SP	Media Gen to Blair	$14,000,000		
KBZT	San Diego	To Alta	$6,300,000		
WACO A/F	Waco	To Harris	$2,668,000		
		Charter Brdcst to Surrey	$32,000,000	(Richter-Kabil)	

WCBQ A/F , San Diego
KSLQ-F, St Louis
WMIL-F, Milw

KIOI-F, San Fran
WOKY, Milw

METRO SHARE LEADERS AND MAJOR CHANGES

The following shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest gain and the largest share loss. The period covered is O/N 80 to Fall 81 for the share changes.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WMMS-F, 12.5, AOR	WKSW-F, +2.0, Country	WKDD-F, -3.4, Soft
Albany-Schen-Troy	WGY, 15.8, MOR	WPYX-F, +3.7, AOR	WROW-F, -3.0, BTFL
Albuquerque	KKJY-F, 10.6, BTFL	KOB-F, +6.6, AC	KKJY-F, -3.6, BTFL
Allen-Beth-East	WLEV-F, 12.1, Rock	WLEV-F, +4.4, Rock	WQQQ-F, -2.5, BTFL
Anaheim	KBIG-F, 7.1, BTFL	KLOS-F, +2.4, AOR	KJOI-F, -2.3, BTFL
Anchorage	KFQD, 17.3, Contemp	KBCN-F, +6.4, Rock	KENI, -4.2, Rock
Apple-Osh	WHBY, 11.6, MOR		
Atlanta	WZGC-F, 12.6, Contemp	WKHX-F, +2.6, Country	KSB-F, -2.2, BTFL
Austin	KHFI-F, 17.8, Rock	KHFI-F, +5.1, Rock	KVET, -4.1, Country
Bakersfield	KUZZ, 14.1, Country	KXEM, +5.9, Spanish	KERN, -4.0, Rock
Baltimore	WBAL, 12.6, MOR	WITH, +2.2, Big Band	WAYE, -1.7, Religion
Baton Rouge	WFMF-F, 16.5, Rock	WYNK-F, +3.2, Country	WLCS, -5.1, Rock
Beaumont	KYKR-F, 13.0, Country	KIOC-F, +5.5, Contemp	KLVI, -6.3, Country
Birmingham	WZZK-F, 17.7, Country	WZZK-F, +10.0,Country	WENN-F, -4.1, Black
Bloomington	WJBC, 40.7, MOR	WGN, +3.6, MOR	WBNQ-F, -3.0, Rock
Boston	WCOZ-F, 9.3, AOR	WBCN-F, +2.0, AOR	WCOZ-F, -1.8, AOR
Bridgeport	WEZN-F, 15.9, BTFL	WRKS-F, +1.8, Urban	WPLR-F, -2.9, Rock
Buffalo	WBEN, 13.1, MOR	WECK, +5.1, Big Band	WJYE-F, -2.4, BTFL
Canton	WHBC, 16.4, MOR	WDJQ-F, +3.8, Rock	WHBC, -4.5, MOR
Charleston,SC	WSSX-F, 12.7, AOR	WWWZ-F, +7.9, Urban	WXTC-F, -3.9, BTFL
Charlotte	WSOC-F, 17.3, Country	WSOC-F, +4.7, Country	WBT, -4.8, AC
Chattanooga	WSKZ-F, 15.5, Rock	WDOD-F, +8.4, Country	WDEF, -8.3, MOR
Chicago	WGN, 9.6, MOR	WLS-F, +2.3, Rock	WLS, -1.0, Rock
Cincinnati	WEBN-F, 11.8, AOR	WMLX, +4.4, Big Band	WKRC, -2.6, AC
Cleveland	WMMS-F, 9.0, AOR	WBBG, +1.6, Big Band	WQAL-F, -2.8, BTFL
Colo Springs	KILO-F, 14.0, AOR	KKFM-F, +6.5, Contemp	KYSN, -4.7, Rock
Columbia, SC	WNOK-F, 20.0, Rock	WZLD-F, +1.3, Rock	WIS, -3.2, MOR
Columbus,OH	WTVN, 13.0, MOR	WVKO-F, +2.5, Black	WNCI-F, -2.5, Contemp
Corpus Christi	KZFM-F, 17.7, Rock		
Dallas-FW	KSCS-F, 8.3, Country	KZEW-F, +1.8, AOR	KPLX-F, -2.4, Country
Daven-RI-Moline	KSTT, 12.3, Contemp	WXLP-F, +5.5, AOR	KRVR-F, -4.8, BTFL
Dayton	WHIO-F, 15.2, BTFL	WJAI-F, +2.7, C ountry	WHIO, -1.7, MOR
Daytona Beach	WDOQ-F, 14.3, Rock	WROD, +3.4, Big Band	WDBO-F, -3.2, BTFL
Denver	KOA, 8.2, Talk/News	KPKE-F, +4.8, AOR	KLIR-F, -1.9, BTFL
Des Moines	WHO, 16.4, Talk/News	KJJY-F, +5.9, Country	KMGK-F, -5.2, Contemp
Detroit	WJR, 9.7, MOR	WWWW-F, +3.5, Country	WCXI, -2.7, Country
El Paso	KLAQ-F, 14.5, AOR	KLAQ-F, +10.5,AOR	XROK, -3.7, Spanish
Eugene-Spr	KSND-F, 12.5, Rock	KQDQ, +5.8, Big Band	KPNW, -2.4, MOR
Flint	WWCK-F, 13.2, AOR	WFLT, +2.1, Big Band WGER-F, +2.1, BTFL	WGMZ-F, -5.9, BTFL
Ft. Lauderdale	WLYF-F, 12.8, BTFL	WLYF-F, +5.0, BTFL	WKQS-F, -3.1, Country
Ft. Wayne	WOWO, 20.5, MOR	WMEE-F, +3.0, Rock	WXKE-F, -2.9, AOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Fresno	KYNO-F, 9.7, Rock	KYNO-F, +2.7, Rock	KXEX, -4.1, Spanish
Grand Rapids	WLAV-F, 13.3, AOR	WCUZ-F, +5.9, Country	WOOD, -4.0, MOR
Greensboro-WS	WTQR-F, 15.8, Country	WSEZ-F, +5.0, Rock	WHPE-F, -2.1, Religion
Greenv-Spart	WESC-F, 12.7, Country	WASC, +4.2, Black	WHYZ, -2.6, Black WKDY, -2.6, Country
Harrisburg	WHP, 16.4, MOR	WTPA-F, +3.1, AOR	WQIN, -1.8, AC
Hartford	WTIC, 23.8, MOR	WDRC-F, +1.9, Rock	WRCH-F, -2.9, BTFL
Honolulu	KSSK, 12.0, MOR	KDEO, +5.7, Country	KIKI, -5.1, Rock
Houston	KMJQ-F, 7.7, Urban	KILT-F, +3.7, Country	KIKK-F, -3.1, Country KMJQ-F, -3.1, Urban
Huntington	WKEE-F, 24.2, Rock	WKEE-F, +5.3, Rock	WAMX-F, -8.6, Rock
Indianapolis	WIBC, 13.5, MOR	WENS-F, +6.6, AC	WIKS-F, -3.5, Rock
Jacksonville	WQIK-F, 13.3, Country	WAIV-F, +6.7, Contemp	WAPE, -4.1, Country
JC-Kings-Bris	WJCW, 14.2, Country WXBQ-F, 14.2, Country	WJCW, +5.2, Country	WKIN, -3.1, MOR
Kalamazoo	WKZO, 13.2, MOR	WLAV-F, +3.5, AOR	WGRD, -2.7, Rock WKZO, -2.7, MOR
Kansas City	WDAF, 13.6, Country	KCKN-F, +2.8, Country	KMBZ, -3.2, Country
Knoxville	WIVK-F, 19.0, Country	WMYU-F, +11.7, AC	WRJZ-F, -3.7, Country
Lancaster	WLAN-F, 15.4, Rock	WLAN-F, +2.9, Rock	WSBA-F, -4.0, BTFL
Lansing	WFMK-F, 12.2, Soft Rock	WJXQ-F, +11.2,AOR	WVIC-F, -5.8, Contemp
Las Vegas	KLUC-F, 11.6, Rock	KENO-F, +6.2, AOR	KFMS-F, -5.5, Country
Lexington	WKQQ-F, 18.2, AOR	WKQQ-F, +5.4, AOR	WVLK-F, -6.9, BTFL
Little Rock	KSSN-F, 17.7, Country	KMJX-F, +5.2, Rock	KLAZ-F, -5.4, Contemp
Los Angeles	KABC, 8.0, Talk	KLOS-F, +2.0, AOR	KIIS-F, -2.2, Rock
Louisville	WVEZ-F, 9.3, BTFL	WRKA-F, +5.6, AC	WAMZ-F, -3.8, Country
Lubbock	KLLL-F, 17.4, Country		
Madison	WIBA, 12.9, MOR		
McAllen-Browns	KGBT, 32.6, Spanish	KQXX-F, +2.9, Spanish	KRIO, -7.0, Contemp
Memphis	WHRK-F, 16.7, Urban	WHRK-F, +5.6, Urban	WZXR-F, -4.6, AOR
Miami	WRHC, 14.1, Spanish	WINZ-F, +5.9, Rock	WQAM, -2.9, Country
Milwaukee	WTMJ, 9.8, MOR	WMYX-F, +2.3, AC	WISN, -2.9, AC
Minn-SP	WCCO, 22.9, Variety	KSTP-F, +4.7, AC	KEEY-F, -1.8, BTFL
Mobile	WKSJ-F, 19.3, Country	WBLX-F, +3.0, Black	WGOK, -3.5, Black
Modesto	KBEE-F, 15.1, BTFL		
Nashville	WWKX-F, 12.9, Rock	WKDF-F, +5.3, AOR	WSM, -2.9, Country
Nassau-Suffolk	WNBC, 7.9, Contemp	WRFM-F, +2.9, BTFL	WBLS-F, -1.8, Urban
New Haven	WELI, 14.6, MOR	WNHC, +4.4, Contemp	WELI, -5.4, MOR
New Orleans	WEZB-F, 11.5, Rock	WAIL-F, +5.4, Black	WSMB, -2.2, MOR
New York	WOR, 6.2, Talk	WRKS-F, +4.5, Urban	WKTU-F, -2.2, Urban
Norfolk	WCMS-F, 10.8, Country	WLTY-F, +3.9, Rock	WOWI-F, -3.9, Black
NE PA	WNAK, 10.3, MOR	WARD, +2.8, MOR	WGBI-F, -2.3, Contemp
Oklahoma City	KEBC-F, 11.8, Country	KATT-F, +2.1, AOR	KKNG-F, -4.0, BTFL
Omaha	KFAB, 25.0, MOR	KOOO, +3.4, Big Band	KFAB, -3.0, MOR
Orlando	WDIZ-F, 12.4, AOR	WDIZ-F, +5.9, AOR	WBJW-F, -5.4, Rock
Peoria	WSWT-F, 14.7, BTFL	WXCL, +4.4, Country	WMBD, -2.7, MOR
Philadelphia	KYW, 9.3, News	WCAU-F, +2.4, Rock	KYW, -2.3, News
Phoenix	KDKB-F, 8.5, AOR	KUKQ, +2.5, Black	KXAM, -3.9, Spanish
Pittsburgh	KDKA, 19.8, MOR	WJAS, +3.5, Big Band	KDKA, -2.4, MOR
Portland,OR	KGON-F, 11.1, AOR	KINK-F, +3.9, Rock	KYTE-F, -2.2, Country
Providence	WLKW-F, 11.9, BTFL	WHJY-F, +3.2, AOR	WGNG, -1.8, AC WPJB-F, -1.8, Rock WCOZ-F, -1.8, AOR
Raleigh	WPTF, 14.7, MOR	WYYD-F, +4.5, BTFL	WLLE, -4.8, Black
Reading	WHUM, 13.6, Country		
Richmond	WRVA, 16.6, MOR	WRNL, +6.5, Country	WRVA, -3.6, MOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Riverside-SB-Ont	KDUO-F, 6.0, BTFL	KDUO-F, +1.5, BTFL	KLAC, -2.7, Country
Roanoke	WPVR-F, 17.8, BTFL		
Rochester	WEZO-F, 16.9, BTFL	WMJQ-F, +3.3, AOR	WBBF, -3.5, Contemp
Sacramento	KZAP-F, 12.0, AOR	KSFM-F, +1.7, Rock KPOP-F, +1.7, Black	KFBK, -1.7, News
St. Louis	KMOX, 21.8, News/Talk	KSD, +2.7, Country	KXOK, -1.8, Country
Salinas-Seaside	KDON-F, 11.6, Rock	KDON-F, +3.2, Rock KSJO-F, +3.2, AOR	KLRB-F, -3.4, AOR
Salt Lake City	KSL, 10.5, MOR	KALL, +2.7, Country	KCPX, -3.1, Contemp
San Antonio	KTFM-F, 11.0, Rock	KISS-F, +3.8, AOR	KONO, -4.0, AC
San Diego	KGB-F, 8.2, AOR	XHRM-F, +3.0, Rock	KGB, -2.6, Rock
San Francisco	KGO, 8.4, News/Talk	KMEL-F, +1.5, AOR	KSFX-F, -1.0, Rock
San Jose	KGO, 8.8, News/Talk	KSJO-F, +2.3, AOR	KEEN, -1.9, Country
Seattle	KIRO, 9.5, News/Talk	KBLE-F, +5.3, Rock	KJR, -2.4, Rock
Shreveport	KOKA, 13.1, Black	KDKS-F, +11.1,AOR	KEEL, -4.7, Contemp
Spokane	KXLY-F, 11.9, BTFL	KXLY-F, +3.5, BTFL	KJRB, -2.0, Rock
Springfield,MA	WHYN-F, 12.5, BTFL	WTIC-F, +2.3, Rock	WMAS-F, -2.8, Rock
Stockton	KRAK, 9.6, Country	KOSO-F, +3.1, Rock	KHOP-F, -2.3, Rock KWG, -2.3, Country
Syracuse	WSYR-F, 13.8, AOR	WFBL, +5.0, Big Band	WOLF, -3.4, Rock
Tampa-SP	WRBQ-F, 9.7, Rock	WRBQ-F, +4.2, Rock	WWBA-F, -2.2, BTFL
Toledo	WLQR-F, 12.9, BTFL	WKLR-F, +3.3, Country	WOHO, -4.5, AC
Tucson	KCUB, 12.4, Country	KXEW, +5.5, Spanish	KCEE, -2.9, AC/Oldies
Tulsa	KVOO, 15.4, Country	KWEN-F, +7.5, Country	KRMG, -6.3, MOR
Washington	WMAL, 10.6, MOR	WWDC-F, +2.4, AOR	WRQX-F, -3.4, Rock
West Palm Beach	WEAT-F, 13.0, BTFL	WPOM, +5.8, Black	WIRK-F, -5.6, Country
Wichita	KEYN-F, 15.5, Rock	KEYN-F, +4.3, Rock	KICT-F, -5.6, AOR
Wilmington, DE	WSTW-F, 11.6, Rock	WMMR-F, +4.9, AOR	WILM, , -4.4, News
Worcester	WSRS-F, 15.4, BTFL	WNEB, +3.0, Big Band	WSRS-F, -3.6, BTFL
York	WSBA, 13.7, Talk	WRKZ-F, +4.0, Country	WHVR, -3.7, MOR
Youngstown	WBBW, 13.7, Talk	WSRD-F, +3.8, AOR	WYFM-F, -2.5, Rock

SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step-by-step. We will use the Milwaukee report for Spring 1981.

Market # 27; ADI # 28
Revenue Rank # 25
Income Rank # 19
APR 17.1
SMSA Pop: 1,408,100
CSI: 12.3 Bil (# 25)

Milwaukee is the 27th largest market in the nation. This is based on market rankings listed in SRDS and generally coincides with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures are for total persons. In some instances (Seattle-Tacoma, Norfolk, New England markets) I had to make my own estimates to adjust to the Arbitron Metro.

The Revenue and Income rankings are based on FCC data for 1978 which is the latest available as of February 1981. The rankings are based on the income and revenue for all stations in each market.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures. Milwaukee's 17.1 APR is quite high; the mean APR for all rated markets is about 15.9.

CSI stands for Consumer Spendable Income. In 1981 the people of Milwaukee had about 12.3 billion dollars (this figure is always in billions) to spend after taxes were deducted. This ranks Milwaukee 25th in the nation.

Revenue : $18,082,883
Income : $ 2,331,151
% Rev Gain: -1.2
Stations: 29/32
Diaries: 1374/1025:1
CSI HH: 24.5 M (# 33)

In 1979 the stations of Milwaukee grossed about $18.000,000 after commissions paid to agencies. Total pre-tax income was over 2.3 million. Revenue decreased by 1.2% when compared with the previous year.

There were 29 stations listed in the Milwaukee rating book. The next figure (32) is the number of Milwaukee metro stations which reported their revenue figures to the FCC. Only rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the rating book. Also some stations home to the Milwaukee metro may not have an audience large enough to qualify them for a listing in the rating book.

1374 usuable diaries were returned from the Milwaukee metro. There was one diary for each 1025 citizens.

CSI HH means Consumer Spendable Income per household. The Milwaukee figure is $24,500 which ranks Milwaukee 33rd in the nation.

National Rev: $3,888,627
Nat Rev per Cap: $2.74
Tot Rev per Cap: $12.75
Tot Inc per Cap: $1.64
Profit Margin: 12.9%
Retail $: 5.9 Bil (# 31)

The Milwaukee stations received about $3.9 million dollars in national and regional revenue during 1979. This works out to $2.74 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population. The resulting figures allow me to compare the profitability of markets which differ greatly in size.

The profit margin is calcualted by dividing the market's income by total revenue.

Total retail dollars spent in 1981 are estimated at 5.9 billion dollars. This ranks Milwaukee # 31 in the U.S.

12+ METRO 1/4/SHARE	O/N 80	A/M 80	O/N 79	A/M 79
1. WEZW-F 252/11.4	11.8	12.0	10.3	12.5

12+ TSA 1/4	
1. WTMJ	284

12+ TSA CUME/MSA CUME RAT	
1. WISN	4934/33.2

All of the figures in this section are based on the Broadcast Week (Mon-Sun, 6AM-MID). The audience figures are in hundreds. The ratings and shares are of course percentages.

WEZW-F has 25,200 listeners per quarter hour in the metro. This represents an 11.4% share during Spring 1981. WTMJ leads the Total Survey Area with an average of 28,400 12+ listeners per quarter hour. WISN leads the Milwaukee TSA in weekly cume with an estimated 493,400 listeners. 33.2% of the 12+ population of the Milwaukee metro are estimated to be listening to WISN for five minutes or more during a given week.

If a station is simulcasting this symbol (+) will appear next to the call letters everywhere the station is listed. Whether I labeled the simulcasting station as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 58.61% (1222 of 2085) (A/M 80: 54.82)

These figures show how well FM radio is doing in the market - at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-MID, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount of listening is small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based on 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed than there was room for. This was done where there was a huge difference between the listed stations and the next ranking station. My agreement with Arbitron does not allow me to publish actual numbers. Ties for the last position were generally broken by considering the station with the largest cume audience.

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	132 (2)	538 (5)	670 (7)	32.1

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station in the Metro. In Milwaukee 13,200 people are listening to the two AM stations programming the format. 32.1% of radio listening is to stations programming various types of rock or contemporary formats.

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WTMJ	1. WISN	1. WLUM-F	WAWA 1590 West Allis .6

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6A-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen to that station only during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column show the frequency and 12+ Metro share for all stations which are not listed in the 12+ Metro 1/4/SHARE table. This listing will also be found in the Individual Market Reports which do not have an ADI section.

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR ABC-I, $92.50 (Katz) Hearst

WISN has a frequency of 1130. The station has a daytime power authorization of 50,000 watts. The nightime authorization is 10,000 watts with a directional signal. The directionality is listed as follows:

DA - directional daytimer
DA-N - directional at night
DA-1 - directional day and night - 1 pattern
DA-2 - directional day and night - 2 patterns

WISN programs an Adult Contemporary/MOR format. Its network affiliation is ABC Information. The network listing is based on information in the Arbitron report. WISN is represented nationally by Katz. The station is owned by Hearst, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, PMD MID and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is becoming very difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past rate projected to the present. I have indicated these stations with an * immediately following the rate.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

Some markets would not fit on one page. The information for these markets can be found on the continuation pages which follow the Youngstown report.

SPECIAL NOTE: I have added several new features to this edition of American Radio.

1. Note the spot rate for each station in the Individual Market Reports. If the rate is followed by a * it means that I have to estimate the station's rate. You will not that I had to do this quite often. The reason is that many stations have withdrawn their rates from SRDS. Also some stations make it impossible to calculate separate rates for their co-owned AM/FM stations. I believe that my estimates are close in most cases but I can not quarantee their accuracy.

2. RETAIL SALES% This new feature shows the relationship between local radio sales and total retail sales in each market. I calcualted it by dividing local radio sales by local retail sales. The results are quite interesting.

3. STANDARD ERROR This feature is based upon Arbitron's new method of estimating the reliability of their ratings. For this edition I only carries the process out through the first step. In subsequent editions I may also calculate confidence intervals. The figure was calculated by using the 6AM-12MID, 12+ rating. More details on this process in the Spring 82 edition of American Radio.

AKRON

Market # 61
Revenue Rank # 70
Income Rank # 51
APR 14.7
SMSA Pop: 653,900
CSI: 5.2 Bil (# 63)

Revenue : $7,461,454
Income : $ 500,953
% Rev Gain: 4.2%
Stations: 29/8
Diaries: 1049/623:1
CSI HH: 22.6 M (# 92)
Standard Error: .568

National Rev: $1,649,637
Nat Rev per Cap: $2.52
Tot Rev per Cap: $11.41
Tot Inc per Cap: $ .77
Profit Margin: 6.7%
Retail $: 2.8 Bil (# 64)
Retail Sales %: .232

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WMMS-F	100/12.5	12.7	12.5	12.3	11.4
2. WAKR	86/10.7	10.7	13.7	14.9	14.5
3. WSLR	57/ 7.1	6.9	5.7	5.6	6.5
4. WAEZ-F	50/ 6.2	6.8	7.4	5.9	6.5
5. WGCL-F	48/ 6.0	8.1	6.3	5.7	5.2
6. WWWM-F	45/ 5.6	4.1	4.7	2.8	4.2
7. WGAR	39/ 4.9	4.2	4.0	4.8	5.5
8. WZZP-F	37/ 4.6	5.2	5.2	4.6	5.3
9. WDBN-F	32/ 4.0	2.0	3.4	5.2	5.0
10. WDOK-F	28/ 3.5	3.6	3.5	3.6	2.6

12+ TSA 1/4	
1. WMMS-F	164
2. WAKR	91
3. WGCL-F	83
4. WDBN-F	82
5. WSLR	79
6. WGAR	72
7. WWWM-F	63
8. WAEZ-F	62
9. WHBC-F	57
10. WZZP-F	52

12+ TSA CUME/MSA CUME RAT	
1. WMMS-F	2258/26.2
2. WAKR	1758/28.4
3. WGAR	1710/17.2
4. WGCL-F	1496/16.1
5. WWWM-F	1318/15.7
6. WSLR	1291/16.4
7. WZZP-F	1183/13.9
8. WDBN-F	1091/ 7.6
9. WWWE	966/ 6.3
10. WAEZ-F	846/10.9

12+ FM SHARE (METRO): 66.84% (504 of 754) (O/N 80: 66.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2. WGCL-F	2. WWWM-F	2. WWWM-F	2. WSLR	2. WSLR	2. WMMS-F
	3. WZZP-F	WAKR	3. WMMS-F	3. WAEZ-F	3. WSLR
	4. WGAR	4. WGAR	4. WGAR	4. WDBN-F	4. WGAR

OTHER RATED STATIONS/METRO SHARE

WCUE	1150	Cuyahoga Falls	2.6
WHLO	640		2.2
WKDD-F	96.5		1.9
WKNT	1520	Kent	1.1
WNIR-F	100.1	Kent	3.5
WCLV-F	95.5	Cleveland	.9
WDJQ-F	92.5	Alliance	.7
WDMT-F	107.9	Cleveland	2.9
WHBC-F	94.1	Canton	.6
WKSW-F	99.5	Cleveland	3.2
WOOS-F	106.9	Canton	.4
WQAL-F	104.1	Cleveland	1.9
WQXK-F	105.1	Salem	1.2
WSRD-F	101.1	Youngstown	.4
WTOF-F	98.1	Canton	.6
WWWE	1100	Cleveland	1.2
WYFM-F	102.9	Sharon	.4
WZAK-F	93.1	Cleveland	1.9
WHK	1420	Cleveland	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		260 (9)	260 (9)	34.5
COUNTRY	86 (4)	64 (3)	150 (7)	19.9
MOR/AC	143 (3)		143 (3)	19.0
BTFL MUSIC		130 (5)	130 (5)	17.2
BLACK/URBAN		38 (2)	38 (2)	5.0
BIG BAND	21 (1)		21 (1)	2.8
CLASSICAL		7 (1)	7 (1)	0.9
RELIGION		5 (1)	5 (1)	0.7
			754 (29)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR	, $50.00* (Mc-Guild)	Group One
WSLR, 1350, 5 KW (DA-1), COUNTRY	, $44.25 (Katz)	Welcome Radio
WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS (Schulke)	, $30.00* (Mc-Guild)	Group One

All other stations - see Cleveland and Canton

TV STATIONS WAKR Akron 23 ABC, Group One

NEWSPAPER Akron Beacon Journal E 161,747

ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 49
Revenue Rank # 55
Income Rank # 79
APR 17.1
SMSA Pop: 793,000
CSI: 6.5 Bil (# 48)

Revenue : $9,900,088
Income : $ 350,936
% Rev Gain: +12.0
Stations: 20/20
Diaries: 1001/792:1
CSI HH: 22.2 M (# 108)
Standard Error: .630

National Rev: $2,738,654
Nat Rev per Cap: $3.45
Tot Rev per Cap: $12.48
Tot Inc per Cap: $ .44
Profit Margin: 3.5%
Retail $: 3.5 Bil (# 52)
Retail Sales %: .230

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WGY	181/15.8	16.4	16.7	19.6	17.9
2. WPYX-F	113/ 9.9	10.7	6.2	5.2	5.9
3. WROW	110/ 9.6	8.3	10.2	9.7	11.1
4. WTRY	102/ 8.9	8.3	8.4	6.8	7.4
5. WQBK	86/ 7.5	6.2	6.2	5.9	8.9
6. WROW-F	80/ 7.0	7.4	10.0	7.1	4.7
7. WFLY-F	75/ 6.5	6.3	7.1	10.2	8.4
8. WGFM-F	60/ 5.2	3.6	3.8	4.1	4.8
9. WWOM-F	57/ 5.0	4.5	3.9	3.1	2.5
10. WGNA-F	45/ 3.9	5.3	4.3	4.7	4.1

12+ TSA 1/4	
1. WGY	311
2. WPYX-F	136
3. WFLY-F	132
4. WROW-F	128
5. WROW	127
6. WGNA-F	117
7. WTRY	113
8. WQBK	95
9. WGFM-F	94
10. WWOM-F	60

12+ TSA CUME/MSA CUME RAT	
1. WGY	4244/38.4
2. WTRY	2140/26.3
3. WFLY-F	2080/19.0
4. WROW	1837/22.1
5. WPYX-F	1806/19.4
6. WGFM-F	1587/16.7
7. WROW-F	1547/15.4
8. WGNA-F	1225/ 8.8
9. WWOM-F	1121/14.6
10. WPTR	1001/11.0

12+ FM SHARE (METRO): 44.55% (478 of 1073) (O/N 80: 45.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPYX-F	1. WPYX-F	1. WGY	1. WGY	1. WGY	1. WGY
2. WFLY-F	2. WTRY	2. WTRY	2. WTRY	2. WROW	2. WROW
3. WTRY	3. WGFM-F	3. WPYX-F	3. WGFM-F	3. WROW-F	3. WTRY
	4. WFLY-F	4. WGFM-F	4. WROW	4. WQBK	4. WFLY-F
	5. WWOM-F	5. WWOM-F	5. WWOM-F	5. WGNA-F	5. WPYX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	102 (1)	326 (5)	428 (6)	39.9
MOR/AC	222 (4)		222 (4)	20.7
BTFL MUSIC	110 (1)	107 (3)	217 (4)	20.2
COUNTRY	56 (2)	45 (1)	101 (3)	9.4
TALK	86 (1)		86 (1)	8.0
BIG BAND	10 (1)		10 (1)	0.9
RELIGION	9 (1)		9 (1)	0.8
			1073 (20)	

A-S-T ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WGY	1. WGY	1. WGY
2. WPYX-F	2. WTRY	2. WPYX-F
3. WFLY-F	3. WFLY-F	3. WROW
4. WROW	4. WROW	4. WROW-F
5. WROW-F	5. WPYX-F	5. WTRY
6. WTRY	6. WGFM-F	6. WGNA-F
7. WGNA-F	7. WROW-F	7. WFLY-F
8. WQBK	8. WGNA-F	8. WOKO
9. WGFM-F	9. WWOM-F	9. WQBK-F
10. WWOM-F	10. WPTR	10. WPTR
11. WPTR	11. WQBK	
12. WWSC	12. WOKO	
13. WCKL	13. WQBK-F	
14. WBRK	14. WWSC	
WOKO	15. WUPE-F	

OTHER RATED STATIONS/METRO SHARE

WASM-F	102.3	Saratoga Spgs	1.0
WCSS	1490	Amsterdam	1.4
WHAZ	1330		.8
WHRL-F	103.1		1.4
WKAJ	900	Saratoga Spgs	1.1
WKOL	1570	Amsterdam	1.0
WOKO	1460		2.1
WPTR	1540		2.8
WQBK-F	103.9	Rensselaer	1.8
WMYL	930	Johnstown	.9

ADI FM SHARE: 45.37% (780 of 1719) (O/N 80: 45.93%)

AM STATIONS

WGY	810	50 KW	MOR	NBC	$95.00*	(Christal)	GE
WOKO	1460	5 KW (DA-N)	COUNTRY		$17.50	(PRO)	
WPTR	1540	50 KW (DA-1)	COUNTRY	ABC-I	$44.80	(Eastman)	Rust
WQBK	1300	5 KW (DA-2)	TALK	ABC-E	$24.50	(Howard)	
WROW	590	5 KW/1 KW (DA-2)	BTFL/MOR	CBS	$80.00*	(Blair)	Cap Cities
WTRY	980	5 KW (DA-N)	ROCK	MBS	$42.50*	(Mc-Guild)	Great Scott
WWSC	1450	1 KW/250 W	MOR		$14.50	(Pates)	(GLENS FALLS)
WCKL	560	1 KW (DAYS,DA)	MOR		$ 8.70	(Savalli)	(CATSKILL)
WBRK	1340	1 KW	MOR	CBS	$14.50	(Savalli)	(PITTSFIELD)

FM STATIONS

WFLY-F	92.3	13 KW @ 850	ROCK	ABC-C	$48.00	(Eastman)	Rust
WGFM-F	99.5	10 KW @ 930	CONTEMP	Source	$33.75*	(Christal)	GE
WGNA-F	107.7	9 KW @ 980	COUNTRY	RKO	$27.25	(Torbet)	
WPYX-F	106.5	12 KW @ 910	AOR (Burk-Abr)	MBS	$42.50*	(Mc-Guild)	Great Scott
WQBK-F	103.9	3 KW @ 300	AOR	ABC-F	$24.50	(Howard)	
WROW-F	95.5	9 KW @ 960	BTFL MUS (Schulke)		$80.00*	(Blair)	Cap Cities
WWOM-F	100.9	3 KW @ 360	CONTEMP	RKO	$35.00*	(Selcom)	
WUPE-F	95.9	710 W @ 560	CONTEMP		$15.00	(Lotus)	(PITTSFIELD)

TV STATIONS

WAST	Albany	13	NBC, Viacom
WRGB	Schenectady	6	CBS, General Electric
WTEN	Albany	10	ABC, Poole

NEWSPAPERS

Schenectady Gazette	M	69,994	
Troy Times Record	E	45,599	Harvitz
Albany Times-Union	M	82,207	Hearst
Albany Knickerbocker	E	51,780	Hearst

ALBUQUERQUE

Market # 92
Revenue Rank # 66
Income Rank # 381
APR 16.7
SMSA Pop: 448,100
CSI: 3.2 Bil (# 95)

Revenue : $8,119,094
Income : $-1,718,945
% Rev Gain: +13.2
Stations: 17/16
Diaries: 820/546:1
CSI HH: 19.9 M (# 221)
Standard Error: .693

National Rev: $2,610,177
Nat Rev per Cap: $5.82
Tot Rev per Cap: $18.11
Tot Inc per Cap: $-3.84
Profit Margin: ---
Retail $: 2.0 Bil (# 89)
Retail Sales %: .327

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KKJY-F	68/10.6	11.9	15.2	12.7	10.4
2. KRST-F	65/10.1	7.5	5.4	4.5	6.9
3. KOB-F	61/ 9.5	3.9	2.9	5.9	6.2
4. KWXL-F	58/ 9.0	9.5	5.7	4.7	2.8
5. KOB	52/ 8.1	9.2	8.8	10.4	11.8
6. KFMG-F	48/ 7.5	8.0	9.7	8.3	9.5
7. KZIA	37/ 5.8	4.2	4.1	5.0	6.7
8. KRZY	32/ 5.0	4.7	4.8	7.9	7.3
9. KZZX-F	31/ 4.8	7.5	5.6	5.6	4.5
KQEO	31/ 4.8	5.1	6.5	3.6	4.7

12+ TSA 1/4	
1. KOB	97
2. KRST-F	91
3. KKJY-F	83
4. KOB-F	82
5. KWXL-F	77
6. KFMG-F	68
7. KHFM-F	67
8. KRKE	56
KZZX-F	56
10. KZIA	37

12+ TSA CUME/MSA CUME RAT	
1. KOB	1812/22.9
2. KOB-F	1418/22.3
3. KRST-F	1169/17.6
4. KFMG-F	1158/20.7
5. KZZX-F	980/16.9
6. KRKE	908/12.3
7. KKJY-F	838/17.4
8. KWXL-F	745/14.3
9. KQEO	683/15.2
10. KRZY	622/14.2

12+ FM SHARE (METRO): 59.35% (346 of 583) (O/N 30: 56.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWXL-F	1. KRST-F	1. KRST-F	1. KRST-F	1. KKJY-F	1. KOB
2. KFMG-F	KWXL-F	2. KOB-F	2. KKJY-F	2. KOB	2. KOB-F
	3. KOB-F	3. KWXL-F	3. KOB-F	3. KZIA	3. KRST-F
	4. KFMG-F	4. KFMG-F	4. KOB	4. KRZY	4. KKJY-F

OTHER RATED STATIONS/METRO SHARE

KABQ	1350	4.5	KAMX	1520	3.3	KDAZ	730	.3
KDRM	1150	.8	KHFM-F	96.3	2.3	KKIM	1000	.6
KRKE	610	3.7						

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (2)	137 (3)	189 (5)	32.4
COUNTRY	56 (2)	65 (1)	121 (3)	20.8
MOR/AC	52 (1)	61 (1)	113 (2)	19.4
BTFL MUSIC		68 (1)	68 (1)	11.7
NEWS/TALK	37 (1)		37 (1)	6.4
SPANISH	29 (1)		29 (1)	5.0
CLASSICAL		15 (1)	15 (1)	2.6
RELIGION	6 (2)		6 (2)	1.0
BIG BAND	5 (1)		5 (1)	0.9
			583 (17)	

RADIO STATIONS

KOB , 770, 50 KW (DA-N) , MOR NBC, $46.25* (Christal) Hubbard
KQEO, 920, 1 KW/500 W (DA-N), CONTEMP ABC-C, $22.50* (Selcom) Sunbelt
KRKE, 610, 5 KW (DA-N) , COUNTRY (Burk-Abr) ABC-E, $33.75 (Katz) Peoria Jrnl Star
KRZY, 1450, 1 KW , COUNTRY CBS, $20.00* (Torbet)
KZIA, 1580, 10 KW (DAYS) , NEWS/TALK ABC-E,ABC-I, $24.25* (Masla)

KFMG-F, 107.9, 22 KW @ 4164, ROCK , $28.00 (----)
KHFM-F, 96.3, 2.5 KW @ 4110, CLASSICAL , $27.75 (CMBS)
KKJY-F, 100.3, 23 KW @ 4107, BTFL MUS (Schulke) , $39.00* (Blair) Broadcast Assoc
KOB-F , 93.3, 22 KW @ 4150, AC , $25.25 (Christal) Hubbard
KRST-F, 92.3, 22 KW @ 4130, COUNTRY , $30.00* (Torbet)
KZZX-F, 99.5, 22 KW @ 4134, CONTEMP RKO, $34.00* (Selcom) Sunbelt
KWXL-F, 99.5, 23 KW @ 4130, AOR (Burk-Abr) ABC-F, $48.75 (Katz) Peoria Jrnl Star

TV STATIONS

KGGM	Albuquerque	13	CBS, Harriscope	KMXN	Albuquerque	13	IND
KOAT	Albuquerque	7	ABC, Pulitzer	KOB	Albuquerque	4	NBC,Hubbar

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALLENTOWN-BETH-EASTON

Market # 65	Revenue : $7,075,854	National Rev: $ 1,074,866
Revenue Rank # 75	Income : $ 1,026,678	Nat Rev per Cap: $ 1.67
Income Rank # 30	% Rev Gain: 14.3%	Tot Rev per Cap: $ 11.02
APR 17.4	Stations: 34/17	Tot Inc per Cap: $ 1.60
SMSA Pop: 641,800	Diaries: 1013/634:1	Profit Margin: 14.5%
CSI: 5.2 Bil (# 60)	CSI HH: 22.0 M (# 119)	Retail $: 2.7 Bil (# 68)
	Standard Error: .622	Retail Sales %: .232

12+ METRO	1/4/SHARE	SPG 81	FAL 80	A/M 80	O/N 79
1. WLEV-F	115/12.1	13.2	7.7	11.7	7.0
2. WZZO-F	91/ 9.5	10.1	8.5	8.1	12.4
3. WQQQ-F	86/ 9.0	8.8	10.5	12.5	12.1
4. WFMZ-F	85/ 8.9	7.6	10.8	7.7	4.8
5. WXKW-F	81/ 8.5	9.9	10.8	9.1	10.8
6. WAEB	68/ 7.1	8.6	9.1	9.8	8.2
7. WSAN	36/ 3.8	3.4	2.4	.6	2.7
8. KYW	33/ 3.5	3.1	3.6	4.6	3.4
9. WEST	30/ 3.1	3.6	5.4	4.6	4.5
10. WOR	29/ 3.0	1.7	1.3	2.0	1.2

12+ TSA 1/4	
1. WLEV-F	135
2. WZZO-F	115
3. WXKW-F	107
4. WQQQ-F	96
5. WFMZ-F	87
6. WAEB	70
7. WOR	58
8. KYW	47
9. WLSH	41
10. WIFI-F	36

12+ TSA CUME/MSA CUME RAT	
1. WLEV-F	1828/28.3
2. WZZO-F	1487/23.0
3. WXKW-F	1368/17.3
4. WQQQ-F	1344/20.2
5. WAEB	1223/21.3
6. WFMZ-F	948/16.3
7. KYW	909/12.5
8. WSAN	735/12.9
9. WOR	620/ 4.5
10. WKAP	595/10.4

12+ FM SHARE (METRO): 65.33% (588 of 900) (FAL 80: 63.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WXKW-F	1. WLEV-F
2. WLEV-F	2. WLEV-F	2. WZZO-F	2. WXKW-F	2. WQQQ-F	2. WXKW-F
3. WAEB	3. WAEB	3. WXKW-F	3. WAEB	WFMZ-F	3. WAEB
4. WIFI-F	4. WXKW-F	4. WAEB	4. WFMZ-F	4. WLEV-F	4. WFMZ-F

OTHER RATED STATIONS/METRO SHARE

WCRV	1580	Washington	.5	WFLN-F	95.7	Philadelphia	.4
WEEX	1230	Easton	2.8	WIFI-F	92.5	Philadelphia	2.3
WGPA	1100	Bethlehem	1.3	WIOQ-F	102.1	Philadelphia	.9
WHOL	1600	Allentown	.6	WIXL-F	103.7	Newton	.6
WKAP	1320	Allentown	2.6	WMGK-F	102.9	Philadelphia	.6
WLSH	1410	Lansford	1.8	WMMR-F	93.3	Philadelphia	.6
WRNJ	1000	Hackdttstown	.7	WUSL-F	98.9	Philadelphia	.7
WYNS	1150	Lehighton	.8	WVCD-F	97.9	Hazelton	.5
WABC	770	New York	.4	WWDB-F	96.5	Philadelphia	.5
WBYO-F	107.5	Boyertown	1.6	WWSH-F	106.1	Philadelphia	1.2
WCAU	1210	Philadelphia	.5	WYSP-F	94.1	Philadelphia	2.2
WEAZ-F	101.1	Philadelphia	.7	WZTA-F	105.5	Tamaqua	.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	72 (2)	267 (7)	339 (9)	37.7
BTFL MUSIC		194 (5)	194 (5)	21.6
MOR/AC	162 (8)	6 (1)	168 (9)	18.7
COUNTRY	11 (2)	94 (3)	105 (5)	11.7
NEWS/TALK	67 (3)	8 (1)	75 (4)	8.3
RELIGION		15 (1)	15 (1)	1.7
CLASSICAL		4 (1)	4 (1)	0.4
			900 (34)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , CONTEMP , $40.60 (Eastman) Rust

WEEX, 1230, 1 KW/250 W , MOR NBC, $20.80* (Torbet)

WEST, 1400, 1 KW/250 W , MOR (Big Band?) CBS, $45.00 (Katz) Sound Comm

WKAP, 1320, 5 KW/1 KW (DA-2) , AC ABC-I, $18.00 (HNW) Gulf

WLSH, 1410, 5 KW (DAYS,DA) , MOR , $ 6.00 (----) (LANSFORD)

WSAN, 1470, 5 KW/500 W (DA-1), MOR , $11.00 (----)

WFMZ-F, 100.7, 13 KW @ 870, BTFL MUS (~~Schulke~~ MASTER) , $17.00 (Christal)

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 2,017,100
APR 16.1
Revenue Rank # 87
Income Rank # 54
CSI: 19.5 Bil (# 13)

Revenue : $ 6,060,238
Income : $ 490,009
% Rev Gain: 19.9
Stations: 38/8
Diaries: 1429/1412:1
CSI HH: 25.7 M (# 19)
Standard Error: .508

National Rev: $ 999,075
Nat Rev per Cap: $ .50
Tot Rev per Cap: $ 3.00
Tot Inc per Cap: $ .24
Profit Margin: 8.0%
Retail $: 10.2 Bil (# 14)
Retail Sales %: .056

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO. FOR THIS REPORT ONLY THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED.

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80	O/N 79
1. KEZY-F	59/2.2	1.6	1.8	1.6	1.5
2. KWIZ-F	52/2.0	1.3	1.5	.9	1.4
3. KWIZ	43/1.6	1.1	2.1	2.0	2.6
4. KIKF-F	42/1.6	1.6	1.0	.5	.4
5. KYMS-F	30/1.1	1.2	.7	.9	.5
6. KEZY	28/1.1	1.8	2.1	2.3	2.0
7. KOCM-F	12/ .5	1.0	.8	.8	1.0

12+ METRO CUME/CUME RAT	
1. KEZY-F	1487/9.0
2. KWIZ	1137/6.9
3. KEZY	884/5.4
4. KWIZ-F	850/5.1
5. KYMS-F	552/3.3
KIKF-F	552/3.3
7. KOCM-F	280/1.7

TEENS	18 - 34	18 - 49	25 - 54	35 - 54	12+ TSA AMD
1. KEZY-F	1. KEZY-F	1. KEZY-F	1. KWIZ-F	1. KWIZ-F	1. KWIZ
2. KEZY	2. KWIZ	2. KWIZ-F	2. KWIZ	2. KIKF-F	2. KEZY-F

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, $50.00*	(Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, $40.00*	(Torbet)	Davis/Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, $50.00*	(Roslin)	
KIKF-F, 94.3, 3 KW @ 245, COUNTRY	, $32.00	(PRO)	
KOCM-F, 103.1, 2 KW @ 300, BTFL MUS	, $22.00	(Masla)	Donrey
KWIZ-F, 96.7, 3 KW @ 855, AC/BTFL	, $40.00*	(Torbet)	Davis/Weaver
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, $12.00*	(Radio Spot)	SBI

LOS ANGELES (Continued)

KABC	LA	7	ABC, ABC	KNBC	LA	4	NBC, NBC
KBSC	Corona	52	IND, Oak	KNXT	LA	2	CBS, CBS
KCOP	LA	13	IND, Chris Craft	KSCI	San Bern	18	IND
KHJ	LA	9	IND, RKO	KTLA	LA	5	IND, Golden West
KMEX	LA	34	IND, SIN	KTTV	LA	11	IND, Metromedia
KWHY	LA	22	IND, Harriscope/Select TV				

NEWSPAPERS

Long Beach Independent	M	64,709, Knight-Ridder
Long Beach Press Telegram	E	70,704, Knight-Ridder
Los Angeles Times	M	1,024,322
LA Herald-Exam	E	283,710, Hearst
Santa Ana Register	ME	249,392, Freedom-

ANCHORAGE

Market # 183
Revenue Rank # 125
Income Rank # 370
APR 15.4
SMSA Pop: 180,200
CSI: 1.9 Bil (# 145)

Revenue : $4,176,081
Income : $ -898,020
% Rev Gain: -23.3
Stations: 11/10
Diaries: 578/312:1
CSI HH: 32.6 M (# 2)
Standard Error: .867

National Rev: $724,313
Nat Rev per Cap: $4.02
Tot Rev per Cap: $23.17
Tot Inc per Cap: $-4.98
Profit Margin: ---
Retail $: 1.2 Bil (# 139)
Retail Sales %: .325

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KFQD	38/17.3	19.8	19.7	19.4	18.6
2. KHAR	27/12.3	12.3	10.5	13.8	14.4
3. KGOT-F	22/10.0	8.5	7.0	3.9	14.0
4. KNIK-F	21/ 9.5	6.1	8.8	5.6	5.1
5. KKLV-F	19/ 8.6	10.4	12.3	12.5	5.9
6. KBCN-F	18/ 8.2	1.9	1.8	3.9	5.1
7. KRKN-F	16/ 7.3	8.5	3.5	3.0	1.7
8. KENI	15/ 6.8	10.8	11.0	14.2	14.8
9. KYAK	13/ 5.9	8.0	7.5	6.5	6.8
10. KANC	9/ 4.1	3.8	6.1	5.2	5.1

12+ TSA 1/4	
1. KFQD	48
2. KHAR	28
3. KNIK-F	25
4. KGOT-F	23
5. KENI	22
KYAK	22
7. KKLV-F	19
KRKN-F	19
9. KBCN-F	18
10. KANC	10

12+ TSA CUME/MSA CUME RAT	
1. KFQD	577/32.1
2. KENI	466/24.2
3. KHAR	349/21.4
4. KKLV-F	304/21.0
5. KGOT-F	296/18.8
6. KYAK	267/14.1
7. KNIK-F	260/16.1
8. KRKN-F	214/13.5
9. KBCN-F	207/13.1
KBYR	207/13.9

12+ FM SHARE (METRO): 46.60% (96 of 206) (O/N 80: 35.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKLV-F	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
2. KENI	2. KGOT-F	2. KGOT-F	2. KHAR	2. KFQD	2. KHAR
3. KGOT-F	3. KBCN-F	3. KHAR	KNIK-F	KNIK-F	3. KYAK

FORMATS	[illegible]	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	53 (3)	106 (5)	51.5
BTFL MUSIC	27 (1)	21 (1)	48 (2)	23.3
COUNTRY	13 (1)	22 (1)	35 (2)	17.0
MOR/AC	17 (2)		17 (2)	8.3
			206 (11)	

RADIO STATIONS

KANC, 1080, 10 KW	, CONTEMP	NBC, $18.00 (Unirep)
KBYR, 700, 1 KW/500 W	, MOR/AC	CBS, $14.00* (Roslin)
KENI, 550, 5 KW	, ROCK	ABC-C, $34.00 (Katz)
KFQD, 750, 50 KW	, CONTEMP/AC	, $33.25 (Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS (?)	, $23.75 (Masla)
KYAK, 650, 50 KW/25 KW (DA-2)	, COUNTRY	MBS, $23.50 (----)
KBCN-F, 100.5, 25 KW @ 178	, ROCK	, $13.00* (----)
KGOT-F, 101.3, 26 KW @ -66	, COUNTRY (Century 21)	MBS, $12.00* (----)
KKLV-F, 103.9, 2.8 KW @ 54	, ROCK (TM)	, $17.13 (Masla)
KNIK-F, 105.5, 3 KW @ 265	, BTFL MUS (Bonne)	, $12.00* (Roslin)
KRKN-F, 102.1, 25 KW @ 385	, ROCK	, $23.50 (----)

TV STATIONS

KENI	Anchorage	2	NBC
KTVA	Anchorage	11	CBS
KIMO	Anchorage	13	ABC

NEWSPAPERS

Anchorage News	M	26,546, McClatchy
Anchorage Times	E	42,215

APPLETON-OSHKOSH

Market # 132
Revenue Rank # 129
Income Rank # 306
APR 15.4
SMSA Pop: 295,400
CSI: 2.2 Bil (# 124)

Revenue : $3,881,664
Income : $ -173,824
% Rev Gain: +1.9
Stations: 24/13
Diaries: 715/413:1
CSI HH: 22.2 M (# 107)
Standard Error: .705

National Rev: $347,845
Nat Rev per Cap: $1.18
Tot Rev per Cap: $13.14
Tot Inc per Cap: $-.59
Profit Margin: ---
Retail $: 1.2 Bil (# 145)
Retail Sales %: .307

12+ METRO 1/4/SHARE		SPG 81	A/M 80
1. WHBY	43/11.6	8.8	10.2
2. WIXX-F	38/10.2	8.5	8.6
3. WYTL	35/ 9.4	9.3	9.6
4. WAPL-F	34/ 9.2	9.0	5.9
WNAM	34/ 9.2	10.6	12.3
6. WROE-F	28/ 7.5	11.6	10.2
7. WYNE	21/ 5.7	3.6	5.1
8. WOSH-F	20/ 5.4	5.9	4.0
9. WGEE	16/ 4.3	3.4	2.9
10. WKAU-F	15/ 4.0	4.4	4.3

12+ TSA 1/4	
1. WIXX-F	110
2. WAPL-F	73
3. WGEE	72
4. WYTL	43
WHBY	43
6. WDUZ-F	42
7. WNAM	39
WROE-F	39
9. WOSH-F	30
WYNE	30

12+ TSA CUME/MSA CUME RAT	
1. WIXX-F	1722/28.8
2. WGEE	921/11.7
3. WAPL-F	891/20.1
4. WNAM	868/28.3
5. WOSH-F	577/16.3
6. WDUZ-F	574/ 5.6
7. WHBY	570/22.5
8. WROE-F	515/14.6
9. WYNE	500/13.9
10. WKAU-F	470/13.2

12+ FM SHARE (METRO): 48.27% (167 of 346) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIXX-F	1. WAPL-F	1. WIXX-F	1. WYTL	1. WHBY	1. WGEE
2. WAPL-F	2. WIXX-F	2. WAPL-F	2. WNAM	2. WYTL	2. WIXX-F
	3. WNAM	3. WNAM	3. WHBY	3. WROE-F	3. WYTL

OTHER RATED STATIONS/METRO SHARE

WAHC-F	96.7		1.9
WEMI-F	100.1	Neenah	.8
WKAU	1050	Kaukauna	2.2
WVMS	1570		3.2
KFIZ	1450	Fond du Lac	.5
WBKV-F	92.5	West Bend	1.1
WDUZ-F	98.5	Green Bay	2.2
WFON-F	107.1	Fond du Lac	.5
WISN	1130	Milwaukee	.5
WISS+	1090	Berlin	.8
WMAQ	670	Chicago	.8
WNBK-F	93.5	New London	1.9
WTMJ	620	Milwaukee	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	42 (2)	114 (5)	156 (7)	45.1
COUNTRY	77 (5)	1 (1)	78 (6)	22.5
MOR/AC	61 (5)	2 (1)	63 [illegible]	18.2
BTFL MUSIC		40 (3)	40 [illegible]	11.6
UNKNOWN		7 (1)	7 [illegible]	2.0
RELIGION		3 (1)	3 (1)	0.9
			346 (24)	

RADIO STATIONS

WHBY, 1230, 1 KW , MOR	CBS, $16.50	(----)	Woodward
WNAM, 1280, 5 KW/1 KW (DA-1), CONTEMP	ABC-I, $17.00	(Masla)	
WYNE, 1150, 5 KW (DA-N) , COUNTRY	ABC-E, $11.00*	(Market 4)	
WYTL, 1490, 1 KW/250 W , COUNTRY	NBC, $13.00*	(HNW)	Midwest Family
WGEE, 1360, 5 KW (DA-N) , COUNTRY	NBC, $31.00	(Blair)	(GREEN BAY)
WAPL-F, 105.7, 100 KW @ 500, AOR	, $17.00	(----)	Woodward
WKAU-F, 104.9, 3 KW @ 750, ROCK	, $15.00	(Selcom)	Forward
WOSH-F, 103.9, 2.4 KW @ 330, ROCK	Source, $12.00*	(HNW)	Midwest Family
WROE-F, 94.3, 3 KW @ 320, BTFL MUS (Schulke)	, $10.25	(Lotus)	
WDUZ-F, 98.5, 100 KW @ 1254, BTFL MUS (FM-100)	, $21.00	(Mc-Guild)	Laird (GREEN BAY)
WIXX-F, 101.1, 100 KW @ 1828, ROCK (TM)	ABC-F, $36.00	(Blair)	(GREEN BAY)

ATLANTA

Market # 17; ADI # 16
Revenue Rank # 11
Income Rank # 4
APR 15.2
SMSA Pop: 2,016,900
CSI: 16.3 Bil (# 19)

Revenue : $36,383,339
Income : $ 9,857,490
% Rev Change: +9.3
Stations: 21/35
Diaries: 1705/1183:1
CSI HH: 23.3 M (# 65)
Standard Error: .464

National Rev: $9,637,064
Nat Rev per Cap: $4.78
Tot Rev per Cap: $18.04
Tot Inc per Cap: $4.89
Profit Margin: 27.1%
Retail $: 8.4 Bil (# 17)
Retail Sales %: .377

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WZGC-F	328/12.6	10.6	10.4	10.5	11.1
2. WVEE-F	268/10.3	8.9	8.0	11.9	7.6
3. WSB	264/10.2	10.5	10.2	12.1	11.7
4. WKLS-F	225/ 8.7	10.7	6.6	8.8	8.2
5. WQXI-F	223/ 8.6	8.9	10.4	8.2	10.5
6. WLTA-F	181/ 7.0	7.4	6.7	4.2	5.0
7. WPLO	143/ 5.5	6.5	5.1	4.5	5.1
8. WPCH-F	138/ 5.3	6.1	6.8	7.1	7.3
9. WKHX-F	137/ 5.3	3.5	2.7	3.0	2.2
10. WGST	129/ 5.0	4.4	5.0	3.8	5.3
11. WSB-F	98/ 3.8	4.3	6.0	4.1	5.7
12. WAOK	77/ 3.0	2.2	3.7	3.6	3.4

12+ TSA 1/4	
1. WZGC-F	401
2. WSB	316
3. WKLS-F	291
WVEE-F	291
5. WQXI-F	265
6. WLTA-F	200
7. WPCH-F	197
8. WKHX-F	186
9. WPLO	152
10. WGST	131
11. WSB-F	116
12. WAOK	77

12+ TSA CUME/MSA CUME RAT	
1. WZGC-F	5551/25.4
2. WSB	5073/24.0
3. WQXI-F	4039/19.8
4. WKLS-F	3652/14.8
5. WVEE-F	3329/16.6
6. WPCH-F	2917/12.5
7. WKHX-F	2747/10.7
8. WGST	2386/13.3
9. WPLO	2183/11.4
10. WLTA-F	2153/10.4
11. WSB-F	1871/ 8.9
12. WAOK	1563/ 9.1

12+ FM SHARE (METRO): 66.60% (1613 of 2422) (O/N 80: 62.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WQXI-F	1. WZGC-F	1. WLTA-F	1. WSB	1. WSB
2. WKLS-F	2. WVEE-F	2. WQXI-F	2. WZGC-F	2. WPLO	2. WZGC-F
3. WVEE-F	3. WZGC-F	3. WVEE-F	3. WQXI-F	3. WPCH-F	3. WQXI-F+
	4. WKLS-F	4. WKLS-F	4. WSB	4. WLTA-F	4. WKLS-F+
	5. WLTA-F	WLTA-F	5. WVEE-F	5. WGST	5. WPLO

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	776 (3)	784 (4)	32.4
MOR/AC	312 (2)	181 (1)	493 (3)	20.4
BLACK/URBAN	87 (2)	268 (1)	355 (3)	14.7
COUNTRY	143 (1)	152 (2)	295 (3)	12.2
BTFL MUSIC		236 (2)	236 (2)	9.7
NEWS/TALK	176 (2)		176 (2)	7.3
RELIGION/GOSPEL	41 (2)		41 (2)	1.7
CLASSICAL	22 (1)		22 (1)	0.9
BIG BAND	20 (1)		20 (1)	0.8
			2422 (21)	

ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WZGC-F	1. WZGC-F	1. WVEE-F
2. WSB	2. WSB	2. WSB
3. WVEE-F	3. WQXI-F	3. WZGC-F
4. WKLS-F	4. WKLS-F	4. WPLO
5. WQXI-F	5. WVEE-F	5. WAOK
6. WLTA-F	6. WPCH-F	6. WQXI-F
7. WPCH-F	7. WKHX-F	7. WGST
8. WKHX-F	8. WGST	8. WKLS-F
9. WPLO	9. WPLO	9. WLTA-F
10. WGST	10. WLTA-F	10. WKHX-F
11. WSB-F	11. WSB-F	
12. WAOK	12. WAOK	
13. WFOX-F	13. WQXI	
14. WNGC-F	14. WFOX-F	
15. WQXI	15. WRNG	

OTHER RATED STATIONS/METRO SHARE

WCHK-F	105.5	Canton	.6
WGKA	1190		.8
WIGO	1340		.4
WJYI	1080	Marietta	.8
WKLS	970		.3
WQXI	790		1.8
WRNG	680		1.8
WXLL	1310	Decatur	.3
WYZE	1480		1.2

ADI FM SHARE: 69.99% (2192 of 3132) (O/N 80: 67.67%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N) , BLACK NBN, $ 42.00* (Selcom) BENI
WGST, 920, 5 KW/1 KW , NEWS MBS,ABC-E, $ 81.25 (Katz) Meredith
WPLO, 590, 5 KW (DA-N) , COUNTRY ABC-I, $ 69.00* (Mc-Guild) Plough

WQXI, 790, 5 KW/1 KW (DA-N) , CONTEMP/AC , $ 50.00* (Blair) Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N), TALK CBS, $ 46.50* (MMR)
WSB , 750, 50 KW , MOR NBC, $125.00* (Christal) Cox

FM STATIONS

WKHX-F, 101.5, 100 KW @ 900, COUNTRY , $ 40.00* (Selcom) Cap Cities
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr) Source, $ 80.00* (Masla) Gulf
WLTA-F, 99.7, 100 KW @ 1000, AC/SOFT , $101.88* (Eastman) Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke) , $103.75 (Katz) Meredith
WQXI-F, 94.1, 100 KW @ 914, CONTEMP , $ 90.00* (Blair) Jeff-Pilot

WSB-F , 98.5, 100 KW @ 740, BTFL MUS (FM-100) , $ 50.00* (Christal) Cox
WVEE-F, 103.3, 100 KW @ 750, URBAN/DISCO ABC-F, $ 80.00* (Mc-Guild) Plough
WZGC-F, 92.9, 100 KW @ 910, CONTEMP ABC-C, $150.75 (Torbet) First Media
WFOX-F, 95.5, 100 KW @ 605, COUNTRY , $ 16.50 (Southern) Clarke (ATHENS)
WNGC-F, 97.1, 100 KW @ 540, ROCK , $ 11.00 (----) (GAINESVILLE)

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Continental
WATL	Atlanta	36	IND
WSB	Atlanta	2	ABC, Cox
WTBS	Atlanta	17	IND, Turner
WXIA	Atlanta	11	NBC, Gannett

NEWSPAPERS

Atlanta Constitution	M	218,807, Cox
Atlanta Journal	E	211,081, Cox

AUSTIN

Market # 76
Revenue Rank # 67
Income Rank # 27
APR 15.5
SMSA Pop: 541,900
CSI: 4.2 Bil (# 76)

Revenue : $8,107,865
Income : $1,092,998
% Rev Gain: +20.0
Stations: 19/16
Diaries: 1008/538:1
CSI HH: 22.8 M (# 82)
Standard Error: .640

National Rev: $1,428,232
Nat Rev per Cap: $2.64
Tot Rev per Cap: $14.96
Tot Inc per Cap: $2.02
Profit Margin: 13.5%
Retail $: 2.8 Bil (# 63)
Retail Sales %: .274

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KHFI-F	127/17.8	15.7	12.7	16.7	8.2
2. KASE-F	84/11.8	10.9	13.5	10.6	17.1
3. KLBJ-F	70/ 9.8	11.2	6.8	7.8	11.2
4. KVET	55/ 7.7	11.4	11.8	11.6	12.0
5. KLBJ	45/ 6.3	4.4	6.6	3.0	5.7
6. KOKE-F	42/ 5.9	11.0	9.2	8.8	7.6
7. KCSW-F	38/ 5.3	5.2	5.2	7.4	5.9
8. KMXX-F	35/ 4.9	3.6	1.7	4.0	1.4
9. KNOW	22/ 3.1	2.2	2.9	1.0	2.7
10. KTSA	14/ 2.0	3.8	4.7	3.7	4.3

12+ TSA 1/4	
1. KHFI-F	134
2. KASE-F	94
3. KLBJ-F	75
4. KVET	64
5. KLBJ	48
6. KOKE-F	44
7. KCSW-F	39
8. KMXX-F	35
KTSA	35
10. KNOW	22

12+ TSA CUME/MSA CUME RAT	
1. KHFI-F	1395/29.3
2. KASE-F	1190/21.4
3. KVET	1040/19.8
4. KLBJ	964/18.4
5. KLBJ-F	950/19.2
6. KOKE-F	753/15.3
7. KTSA	733/ 9.7
8. KCSW-F	658/ 9.7
9. KNOW	391/ 8.3
10. KMXX-F	361/ 7.9

12+ FM SHARE (METRO): 69.37% (410 of 591) (O/N 80: 58.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHFI-F	1. KHFI-F	1. KHFI-F	1. KASE-F	1. KVET	1. KHFI-F
	2. KLBJ-F	2. KLBJ-F	2. KHFI-F	2. KASE-F	2. KASE-F
	3. KASE-F	3. KASE-F	KLBJ-F	3. KLBJ	3. KVET
	4. KCSW-F	4. KCSW-F	KVET	4. KOKE-F	4. KOKE-F+

OTHER RATED STATIONS/METRO SHARE

KGTN-F+	96.7	Georgetown	.9
KIXL	970		1.3
KOKE	1370		1.3
KTAE	1260	Taylor	1.3
KELG	1440	Elgin	.4
KIXS-F	93.3	Killeen	1.1
KONO	860	San Antonio	.8
WOAI	1200	San Antonio	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (2)	205 (3)	225 (5)	38.1
COUNTRY	77 (5)	132 (3)	209 (8)	35.4
MOR/AC	67 (2)	38 (1)	105 (3)	17.8
SPANISH		35 (1)	35 (1)	5.9
RELIGION	9 (1)		9 (1)	1.5
NEWS/TALK	8 (1)		8 (1)	1.4
			591 (19)	

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N), MOR CBS,MBS, $26.00 (Eastman)
KNOW, 1490, 1 KW , AC ABC-I, $15.00 (Mc-Guild) Hicks
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY MBS, $56.25 (Katz)

KASE-F, 100.7, 98 KW @ 510, COUNTRY (?) , $56.25* (Katz)
KCSW-F, 103.7, 97 KW @ 580, AC ABC-F, $26.00 (Mc-Guild) Hicks
KHFI-F, 93.3, 1.3 KW @ 418, ROCK RKO, $35.00 (Torbet)
KLBJ-F, 93.7, 100 KW @ 1057, AOR , $32.50 (Eastman)
KOKE-F, 95.5, 10 KW @ 265, COUNTRY , $34.20 (Selcom)
KMXX-F, 102.3, 741 W @ 550, SPANISH/BLACK , $ 9.00 (Savalli)

TV STATIONS				
KTBC	Austin	7	CBS, Times-Mirror	
KTVV	Austin	36	NBC, LIN	
KVUE	Austin	24	ABC, Detroit News	

NEWSPAPERS		
Austin Amer-Statesman	ME	127,078, Cox
Austin Citizen	E	14,742

BAKERSFIELD

Market # 101
Revenue Rank # 104
Income Rank # 291
APR 17.3
SMSA Pop: 395,400
CSI: 2.7 Bil (# 109)

Revenue : $5,039,273
Income : $-140,040
% Rev Gain: -7.3
Stations: 37/20
Diaries: 1001/395:1
CSI HH: 19.9 M (# 223)
Standard Error: .715

National Rev: $1,426,782
Nat Rev per Cap: $ 3.61
Tot Rev per Cap: $ 12.74
Tot Inc per Cap: $ -.35
Profit Margin: —
Retail $: 1.8 Bil (# 95)
Retail Sales %: .226

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80
1. KUZZ	82/14.1	17.8	16.9	15.6
2. KKXX-F	61/10.5	10.6	11.4	13.4
3. KWAC	56/ 9.6	5.9	5.1	2.9
4. KXEM	34/ 5.9	1.6	---	2.4
5. KGFM-F	30/ 5.2	7.0	9.0	5.1
KERN	30/ 5.2	6.1	9.2	9.3
7. KGEO	29/ 5.0	2.0	2.7	4.1
8. KLYD-F	19/ 3.3	4.7	5.8	4.1
9. KLOS-F	16/ 2.8	1.3	2.4	1.0
KAFY	16/ 2.8	5.2	5.1	3.9

TSA AND METRO ARE THE SAME.

12+ CUME/CUME RATING	
1. KUZZ	779/23.2
2. KKXX-F	710/21.1
3. KERN	540/16.1
4. KGFM-F	409/12.2
5. KGEO	406/12.1
6. KWAC	386/11.5
7. KAFY	340/10.1
8. KPMC	261/ 7.8
9. KLYD-F	216/ 6.4
10. KHIS-F+	205/ 6.1

12+ FM SHARE (METRO): 37.09% (197 of 531) (FAL 80: 39.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ	1. KUZZ
2. KERN	2. KWAC	2. KWAC	2. KWAC	2. KWAC	2. KWAC
	3. KUZZ	KKXX-F	3. KXEM	3. KGFM-F	3. KKXX-F

OTHER RATED STATIONS/METRO SHARE

KCHJ	1010	Delano	.7
KDOL	1340	Mojave	.5
KHIS-F+	96.5		1.9
KLOA	1240	Ridgecrest	2.6
KMGN-F	97.7	Shafter	2.2
KNTB	1350		1.5
KPMC	1560		1.9
KTKR	1310	Taft	.9
KVLI	1140	Lake Isabella	.9
KZIQ	1360	Ridgecrest	1.4
KZIQ-F	92.7	Ridgecrest	.3
KBIG-F	104.3	Los Angeles	.7
KBOS-F	94.9	Tulare	.9
KFAC-F	92.3	Los Angeles	.7
KFI	640	Los Angeles	.5
KFRE	940	Fresno	.3
KFYE-F	93.7	Fresno	.5
KGO	810	San Francisco	.3
KMET-F	94.7	Los Angeles	1.0
KMJ	580	Fresno	.9
KMPC	710	Los Angeles	1.2
KNX	1070	Los Angeles	.9
KNX-F	93.1	Los Angeles	1.4
KOST-F	103.5	Los Angeles	1.4
KRTH-F	101.1	Los Angeles	1.2
XTRA	690	Tijuana	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (2)	115 (8)	161 (10)	30.3
COUNTRY	102 (5)		102 (5)	19.2
MOR/AC	67 (6)	26 (2)	93 (8)	17.5
SPANISH	90 (2)		90 (2)	16.9
BTFL MUSIC		44 (4)	44 (4)	8.3
NEWS/TALK	21 (4)		21 (4)	4.0
RELIGION	3 (1)	8 (1)	11 (2)	2.1
OTHERS/UNKNOWN	5 (1)		5 (1)	0.9
CLASSICAL		4 (1)	4 (1)	0.8
			531 (37)	

RADIO STATIONS

KAFY, 550, 1 KW (DA-N) , OLDIES/CONTEMP , $20.00 (Mc-Guild)
KERN, 1410, 1 KW , ROCK . ABC-C, $20.50* (MMR) Cleveland Outdoor
KGEO, 1230, 1 KW/250 W , AC NBC, $12.00* (Selcom)
KUZZ, 970, 1 KW (DA-2) , COUNTRY , $32.55 (Christal) Buck Owens
KWAC, 1490, 1 KW/250 W , SPANISH , $16.00 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

BALTIMORE

Market # 14; ADI # 19
Revenue Rank # 19
Income Rank # 9
APR 16.7
SMSA Pop: 2,174,000
CSI: 17.2 Bil (# 17)

Revenue : $ 26,828,348
Income : $ 4,438,418
% Rev Gain: 4.9
Stations: 32/32
Diaries: 1786/1217:1
CSI HH: 22.8 M (# 85)
Standard Error: .469

National Rev: $ 7,539,232
Nat Rev per Cap: $ 3.47
Tot Rev per Cap: $ 12.34
Tot Inc per Cap: $ 2.04
Profit Margin: 16.5%
Retail $: 9.3 Bil (# 16)
Retail Sales %: .245

12+ METRO 1/4/SHARE		SPG 81	WIN 81	O/N 80
1. WBAL	386/12.6	9.5	11.2	11.0
2. WIYY-F	298/ 9.7	8.3	8.7	9.9
3. WLIF-F	259/ 8.5	7.8	6.7	8.9
4. WPOC-F	186/ 6.1	6.3	7.7	6.0
5. WXYV-F	178/ 5.8	7.7	6.2	6.2
6. WBSB-F	176/ 5.8	4.9	4.7	3.9
7. WCBM	161/ 5.3	6.6	5.5	5.9
8. WMAR-F	119/ 3.9	4.8	5.3	4.6
9. WFBR	118/ 3.9	5.6	3.8	4.0
10. WITH	104/ 3.4	2.4	.9	1.2
11. WWIN	99/ 3.2	3.8	3.6	3.9
12. WCAO	94/ 3.1	3.4	4.0	4.2

12+ TSA 1/4	
1. WBAL	403
2. WIYY-F	311
3. WLIF-F	283
4. WPOC-F	216
5. WXYV-F	210
6. WBSB-F	202
7. WCBM	168
8. WMAR-F	125
9. WFBR	119
10. WITH	105
11. WCAO	102
12. WWIN	99

12+ TSA CUME/MSA CUME RAT	
1. WBAL	4426/22.7
2. WIYY-F	3494/17.8
3. WLIF-F	3344/16.4
4. WCBM	3215/16.2
5. WBSB-F	3068/15.3
6. WFBR	2666/14.3
7. WPOC-F	2656/12.2
8. WXYV-F	2628/13.2
9. WCAO	2457/12.2
10. WMAR-F	1687/ 8.7
11. WWIN	1521/ 8.3
12. WITH	1411/ 7.6

12+ FM SHARE (METRO): 57.80% (1608 of 2782) (O/N 80: 58.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIYY-F	1. WIYY-F	1. WIYY-F	1. WCBM	1. WBAL	1. WBAL
2. WBSB-F	2. WXYV-F	2. WXYV-F	2. WBAL	2. WLIF-F	2. WCBM
3. WWIN	3. WBSB-F	3. WCBM	3. WPOC-F	3. WPOC-F	3. WIYY-F
4. WXYV-F	4. WCBM	4. WBSB-F	4. WLIF-F	4. WCBM	4. WFBR
5. WWDC-F	5. WPOC-F	5. WPOC-F	5. WXYV-F	5. WITH,WFBR	5. WPOC-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	795 (5)	76 (3)	871 (8)	31.3
ROCK/AOR/CONTEMP		697 (8)	697 (8)	25.1
BLACK/URBAN	189 (3)	196 (2)	385 (5)	13.8
BTFL MUSIC		406 (4)	406 (4)	14.6
COUNTRY	13 (1)	186 (1)	199 (2)	7.2
BIG BAND	104 (1)		104 (1)	3.7
NEWS/TALK	62 (2)		62 (2)	2.2
RELIGION	11 (1)	47 (1)	58 (2)	2.1
			2782 (32)	

BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBAL	1. WBAL	1. WBAL
2. WIYY-F	2. WIYY-F	2. WXYV-F
3. WLIF-F	3. WLIF-F	3. WIYY-F
4. WPOC-F	4. WCBM	4. WPOC-F
5. WXYV-F	5. WBSB-F	5. WLIF-F
6. WBSB-F	6. WFBR	6. WCBM
7. WCBM	7. WXYV-F	7. WWIN
8. WMAR-F	8. WPOC-F	8. WBSB-F
9. WFBR	9. WCAO	9. WITH
10. WITH	10. WMAR-F	10. WCAO
11. WCAO	11. WWIN	
12. WWIN	12. WITH	
13. WWDC-F	13. WWDC-F	
14. WYST-F	14. WYST-F	
15. WSID	15. WTOP	

ADI FM SHARE: 59.34% (1775 of 2991)

OTHER RATED STATIONS/METRO SHARE

WAYE	860		.4
WBKZ-F	95.9	Glen Burnie	1.0
WEBB	1360		1.3
WKTK-F	105.7	Catonsville	.7
WNAV-F	99.1	Annapolis	.5
WRBS-F	95.1		1.5
WSID	1010		1.7
WTTR	1470	Westminster	.4
WTTR-F	100.7	Westminster	.5
WYST-F	92.3		1.9
WASH-F	97.1	Washington	1.0
WGAY-F	99.5	Washington	.4
WHUR-F	96.3	Washington	.6
WJMD-F	94.7	Washington	.4
WMAL	630	Washington	1.2
WPGC-F	95.5	Washington	1.1
WRC	980	Washington	.6
WRQX-F	107.3	Washington	1.2
WTOP	1500	Washington	1.5
WWDC-F	101.1	Washington	2.0

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, MOR	ABC-E,	$ 83.75	(Blair)	Hearst
WCAO,	600,	5 KW (DA-1)	, AC	ABC-C,	$ 60.00*	(Mc-Guild)	Plough
WCBM,	680,	10 KW/5 KW (DA-2)	, AC	CBS,	$ 95.63	(Katz)	Metromedia
WFBR,	1300,	5 KW (DA-1)	, MOR/AC	NBC,	$ 61.13	(MMR)	
WITH,	1230,	1 KW/250 W	, BIG BAND/NOST (Al Ham)	MBS,	$ 30.00	(HNW)	Beni
WWIN,	1400,	1 KW	, BLACK	NBN,	$ 38.00	(Howard)	
WSID,	1010,	1 KW (DAYS)	, BLACK	SBN,	$? ?	(UBC)	United

FM STATIONS

WBSB-F,	104.3,	50 KW @ 422,	ROCK	ABC-F,	$ 55.00*	(Torbet)	Scripps-Howard
WIYY-F,	97.9,	50 KW @ 946,	AOR (Burk-Abr)	Source,	$120.00	(Blair)	Hearst
WLIF-F,	101.9,	14 KW @ 961,	BTFL MUS (Schulke)	,	$ 77.50*	(Christal)	Cox
WMAR-F,	106.5,	50 KW @ 620,	BTFL MUS (Bonne)	,	$ 53.75	(Katz)	Abell
WPOC-F,	93.1,	50 KW @ 870,	COUNTRY	ABC-I,	$ 85.00	(Eastman)	Nationwide
WXYV-F,	102.7,	50 KW @ 400,	DISCO/URBAN	,	$ 80.00*	(Mc-Guild)	
WYST-F,	92.3,	20 KW @ 400,	ROCK	RKO,	$ 34.00*	(UBC)	United

OTHER STATIONS - SEE WASHINGTON

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	149,092, Hearst
Baltimore Sun	E	167,533, Abell
	M	166,049, Abell

BATON ROUGE

Market # 86
Revenue Rank # 79
Income Rank # 35
APR 15.2
SMSA Pop: 482,100
CSI: 3.8 Bil (# 86)

Revenue : $ 6,740,868
Income : $ 875,396
% Rev Gain: 23.4%
Stations: 16/11
Diaries: 1031/468:1
CSI HH: 24.0 M (# 43)
Standard Error: .616

National Rev: $ 1,170,036
Nat Rev per Cap: $ 2.43
Tot Rev per Cap: $ 13.98
Tot Inc per Cap: $ 1.82
Profit Margin: 13.0%
Retail $: 2.2 Bil (# 83)
Retail Sales %: .277

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WFMF-F	103/16.5	19.0	18.1	20.6	14.1
2. WYNK-F	89/14.3	13.0	11.1	14.5	12.8
3. WXOK	84/13.5	10.8	11.8	9.4	21.2
4. WQXY-F	65/10.4	10.8	11.1	11.6	11.5
5. WAFB-F	46/ 7.4	5.5	6.3	6.4	4.6
6. WTKL	33/ 5.3	5.5	5.5	---	---
7. WJBO	32/ 5.1	4.2	7.7	7.6	8.2
8. WIBR	30/ 4.8	4.5	5.8	5.4	6.3
WLCS	30/ 4.8	6.6	9.9	8.3	7.6
10. WYNK	28/ 4.5	5.2	2.2	4.1	4.1

12+ TSA 1/4	
1. WYNK-F	144
2. WFMF-F	127
3. WAFB-F	108
4. WXOK	105
5. WQXY-F	83
6. WYNK	42
7. WJBO	36
8. WIBR	35
9. WTKL	34
10. WLCS	33

12+ TSA CUME/MSA CUME RAT	
1. WAFB-F	1965/20.2
2. WFMF-F	1705/28.2
3. WYNK-F	1675/22.3
4. WXOK	1052/21.5
5. WQXY-F	1033/17.2
6. WJBO	829/16.2
7. WLCS	684/13.9
8. WIBR	560/12.0
9. WYNK	453/ 8.2
10. WWL	436/ 5.3

12+ FM SHARE (METRO): 54.26% (312 of 575) (O/N 80: 49.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WYNK-F	1. WYNK-F
2. WXOK	2. WXOK	2. WYNK-F	2. WQXY-F	2. WQXY-F	2. WFMF-F
	3. WAFB-F	3. WXOK	3. WXOK	3. WXOK	3. WXOK
	4. WYNK-F	4. WQXY-F	4. WXOK	4. WIBR	4. WAFB-F

OTHER RATED STATIONS/METRO SHARE

WLUX	1550	Baton Rouge	.5
WSLG	1090	Donaldsonville	1.1
WAIL-F	105.3	New Orleans	.8
WAJY-F	101.9	New Orleans	.6
WTIX	690	New Orleans	.6
WWL	870	New Orleans	1.9

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (2)	149 (2)	183 (4)	31.8
COUNTRY	65 (3)	89 (1)	154 (4)	26.8
BLACK	117 (2)	5 (1)	122 (3)	21.2
BTFL MUSIC		69 (2)	69 (2)	12.0
MOR/AC	44 (2)		44 (2)	7.7
RELIGION	3 (1)		3 (1)	0.5
			575 (16)	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY NBC, $19.00 (Katz)
WJBO, 1150, 5 KW (DA-1) , MOR/AC MBS, $22.50 (Blair) Manship
WLCS, 910, 1 KW (DA-1) , ROCK (Burk-Abr) , $19.50 (Mc-Guild) Air Waves
WTKL, 1200, 1 KW (DAYS) , BLACK (TM) SBN, $17.00* (PRO)
WXOK, 1460, 5 KW/1 KW (DA-2), BLACK NBN, $24.00 (Selcom) Security
WYNK, 1380, 5 KW (DAYS,DA) , COUNTRY ABC-E, $19.06* (Torbet)

WAFB-F, 98.1, 100 KW @ 1550, CONTEMP (Drake-Chen) CBS, $18.75 (Katz)
WFMF-F, 102.5, 100 KW @ 475, ROCK ABC-F, $31.75 (Blair) Manship
WQXY-F, 100.7, 100 KW @ 750, BTFL MUS (Schulke) , $19.50 (Mc-Guild) Air Waves
WYNK-F, 101.5, 100 KW @ 403, COUNTRY ABC-I, $35.00* (Torbet)

TV STATIONS			
WAFB	Baton Rouge	9	CBS
WRBT	Baton Rouge	33	NBC
WBRZ	Baton Rouge	2	ABC, Manship

NEWSPAPERS		
Baton Rouge State-Times	E	43,192
Baton Rouge Advocate	M	76,684

BEAUMONT-PORT ARTHUR-ORANGE

Market # 104
Revenue Rank # 92
Income Rank # 373
APR 14.7
SMSA Pop: 383,600
CSI: 3.4 Bil (# 92)

Revenue : $5,665,437
Income : $-1,138,152
% Rev Gain: +56.4
Stations: 19/19
Diaries: 779/492:1
CSI HH: 24.1 M (# 41)
Standard Error: .684

National Rev: $1,155,728
Nat Rev per Cap: $3.01
Tot Rev per Cap: $14.77
Tot Inc per Cap: $-2.97
Profit Margin: ---
Retail $: 2.1 Bil (# 86)
Retail Sales %: .236

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KYKR-F	60/13.0	9.6	12.3	13.2	8.2
2. KIOC-F	46/10.0	6.3	4.5	5.5	4.5
3. KQXY-F	37/ 8.0	11.0	8.7	10.9	9.6
4. KHYS-F	34/ 7.4	5.6	4.0	3.7	5.1
5. KLVI	33/ 7.2	8.7	13.5	8.9	9.4
KZOM-F	33/ 7.2	4.3	6.3	6.7	3.3
KZZB-F	33/ 7.2	2.5	6.7	6.5	10.7
8. KAYD-F	32/ 7.0	10.1	10.8	4.0	4.9
9. KALO	28/ 6.1	8.7	2.5	5.5	6.2
KWIC-F	28/ 6.1	6.7	1.8	5.0	5.3

12+ TSA 1/4	
1. KYKR-F	77
2. KIOC-F	59
3. KHYS-F	58
4. KLVI	52
5. KQXY-F	46
6. KZOM-F	43
7. KWIC-F	35
8. KAYD-F	33
KZZB-F	33
10. KALO	28

12+ TSA CUME/MSA CUME RAT	
1. KYKR-F	959/22.9
2. KIOC-F	875/19.2
3. KLVI	803/18.1
4. KHYS-F	656/12.4
5. KQXY-F	523/13.4
6. KWIC-F	522/14.4
7. KAYD-F	489/14.5
8. KZOM-F	447/10.6
9. KTRH	394/ 9.2
10. KZZB-F	349/11.1

12+ FM SHARE (METRO): 71.10% (305 of 429) (O/N 80: 62.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZZB-F	1. KIOC-F	1. KYKR-F	1. KYKR-F	1. KYKR-F	1. KYKR-F
2. KWIC-F	2. KZOM-F	2. KIOC-F	2. KQXY-F	2. KQXY-F	2. KLVI
3. KHYS-F	3. KYKR-F	3. KAYD-F	KIOC-F	3. KLVI	3. KIOC-F

OTHER RATED STATIONS/METRO SHARE

KAYC	1450	Beaumont	.9
KDLF	1150	Port Neches	2.0
KEAM	1510	Nederland	.4
KJET	1380	Beaumont	1.3
KOGT	1600	Orange	1.5
KOLE	1340	Port Arthur	1.1
KTXC	1250	Port Arthur	1.3
KODA-F	99.1	Houston	.4
KTRH	740	Houston	5.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		140 (4)	140 (4)	32.6
COUNTRY	46 (3)	92 (2)	138 (5)	32.2
BLACK	28 (1)	34 (1)	62 (2)	14.5
BTFL MUSIC		39 (2)	39 (2)	9.1
NEWS/TALK	30 (2)		30 (2)	7.0
MOR/AC	18 (3)		18 (3)	4.2
RELIGION	2 (1)		2 (1)	0.5
			429 (19)	

RADIO STATIONS

KALO, 990, 1 KW (DA-1), BLACK	NBN, $25.00	(Selcom)	Security
KLVI, 560, 5 KW (DA-N), COUNTRY	ABC-I, $33.00	(Torbet)	Hicks
KAYD-F, 97.5, 50 KW @ 320, COUNTRY	, $15.00*	(MMR)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380, BLACK	Source, $16.00	(Howard)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CONTEMP (Century 21)	RKO, $19.00	(Christal)	
KQXY-F, 94.1, 100 KW @ 645, BTFL MUS (Schulke)	NBC, $24.00	(Mc-Guild)	Air Waves
KWIC-F, 107.7, 100 KW @ 389, ROCK	ABC-C, $17.00	(PRO)	
KYKR-F, 93.3, 100 KW @ 500, COUNTRY	, $33.00	(Torbet)	Hicks
KZOM-F, 104.5, 100 KW @ 440, AOR	, $10.00	(----)	
KZZB-F, 95.1, 60 KW @ 238, ROCK	NBN, $20.75	(Selcom)	Security

TV STATIONS

KBMT	Beaumont	12	ABC
KFDM	Beaumont	6	CBS, Belo
KJAC	Port Arthur	4	NBC, Clay

NEWSPAPERS

Beaumont Enterprise	M	65,281, Jeff-Pilot
Beaumont Journal	E	14,037, Jeff-Pilot
Orange Leader	E	11,275
Port Arthur News	E	26,719, Cox

BIRMINGHAM

Market # 46: ADI # 44
Revenue Rank # 42
Income Rank # 342
APR 14.3
SMSA Pop: 850,600
CSI: 5.3 Bil (# 56)

Revenue : $12,234,201
Income : $ -357,586
% Rev Gain: +8.1
Stations: 22/24
Diaries: 1191/715:1
CSI HH: 17.9 M (# 297)
Standard Error: .537

National Rev: $2,901,748
Nat Rev per Cap: $3.41
Tot Rev per Cap: $14.38
Tot Inc per Cap: $-4.20
Profit Margin: ---
Retail $: 3.5 Bil (# 47)
Retail Sales %: .302

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WZZK-F	179/17.7	13.6	7.7	5.5	3.8
2. WKXX-F	106/10.5	12.3	11.1	11.0	13.8
3. WENN-F	71/ 7.0	9.1	11.1	12.4	9.7
4. WQEZ-F	68/ 6.7	3.8	6.1	3.5	6.4
5. WSGN	61/ 6.0	6.4	8.3	8.3	6.6
6. WAPI-F	56/ 5.5	4.7	6.1	6.3	4.3
7. WJLD	50/ 4.9	3.2	2.4	4.5	3.9
WVOK	50/ 4.9	5.5	5.6	5.3	3.3
9. WATV	47/ 4.6	4.8	5.7	5.0	5.0
10. WAPI	46/ 4.5	4.1	3.4	2.4	2.9
11. WERC	44/ 4.3	4.5	5.1	4.8	7.9
12. WDJC-F	38/ 3.7	2.3	4.5	5.0	3.4

12+ TSA	1/4
1. WZZK-F	281
2. WKXX-F	147
3. WAPI-F	112
4. WVOK	108
5. WQEZ-F	101
6. WENN-F	97
7. WQEN-F	94
8. WSGN	63
9. WDJC-F	59
10. WERC	50
WJLD	50
12. WAPI	49

12+ TSA	CUME/MSA CUME RAT
1. WZZK-F	2964/26.1
2. WKXX-F	2457/23.8
3. WAPI-F	1586/14.7
4. WERC	1519/19.0
5. WVOK	1435/10.6
6. WSGN	1351/18.1
7. WQEZ-F	1285/12.2
8. WENN-F	1258/13.4
9. WQEN-F	1124/ 2.5
10. WAPI	976/12.1
11. WRKK-F	951/ 9.3
12. WDJC-F	943/ 7.7

12+ FM SHARE (METRO): 58.05% (555 of 956) (O/N 80: 56.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WAPI-F	2. WKXX-F	2. WKXX-F	2. WSGN	2. WQEZ-F	2. WKXX-F
3. WENN-F	3. WENN-F	3. WENN-F	3. WKXX-F	3. WVOK	3. WSGN
	4. WAPI-F	4. WAPI-F	4. WENN-F	4. WSGN	4. WENN-F+
	5. WRKK-F	WSGN	WQEZ-F	5. WATV	5. WQEZ-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	79 (3)	179 (1)	258 (4)	27.0
ROCK/AOR/CONTEMP		197 (4)	197 (4)	20.6
BLACK	111 (3)	71 (1)	182 (4)	19.0
MOR/AC	158 (4)	2 (1)	160 (5)	16.7
RELIGION/GOSPEL	39 (2)	38 (1)	77 (3)	8.1
BTFL MUSIC		68 (1)	68 (1)	7.1
BIG BAND	14 (1)		14 (1)	1.5
			956 (22)	

BIRMINGHAM ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WKXX-F	2. WKXX-F	2. WENN-F
3. WVOK	3. WERC	3. WKXX-F
4. WAPI-F	4. WAPI-F	4. WQEZ-F
5. WQEZ-F	5. WSGN	5. WERC
6. WENN-F	6. WVOK	6. WSGN
7. WAAX	7. WQEZ-F	7. WAPI
8. WQEN-F	8. WENN-F	8. WDJC-F
9. WSGN	9. WAPI	9. WATV
10. WDJC-F	10. WDJC-F	10. WENN
11. WJLD	11. WRKK-F	
12. WERC	12. WQEN-F	
13. WAPI	13. WJLD	
14. WATV	14. WYDE	
15. WRKK-F	15. WAAX	

OTHER RATED STATIONS/METRO SHARE

WBUL	1220		1.4
WCRT	1260		1.4
WENN	1320		3.3
WLPH	1480	Irondale	.6
WRKK-F	99.5		2.8
WSMQ	1450	Bessemer	.6
WWWB	1360	Jasper	.7
WWWB-F	102.5	Jasper	.2
WYDE	850		2.3
WQEN-F	103.7	Gadsden	.7

ADI FM SHARE: 56.40% (855 of 1516) (O/N 80: 58.71%)

AM STATIONS

WAPI,	1070,	50 KW/5 KW (DA-N),	MOR	CBS,	$28.00*	(MMR)	Newhouse
WATV,	900,	1 KW	, BLACK	,	$18.00*	(Howard)	
WERC,	960,	5 KW (DA-N)	, AC	,	$82.50*	(Mc-Guild)	Mooney
WJLD,	1400,	1 KW/250 W	, BLACK	ABC-C,	$20.50	(----)	
WSGN,	610,	5 KW/1 KW (DA-N),	AC/CONTEMP	,	$58.88	(Eastman)	Harte-Hanks
WVOK,	690,	50 KW (DAYS)	, COUNTRY	,	$33.33	(HNW)	
WYDE,	850,	50 KW/1 KW (DA-D),	COUNTRY	ABC-I,	$38.75	(Katz)	
WAAX,	570,	5 KW/500 W (DA-N),	COUNTRY	ABC-E,	$14.25	(----)	(GADSDEN)

FM STATIONS

WAPI-F,	94.5,	100 KW @ 1214,	AOR (Burk-Abr)	Source,	$28.00*	(MMR)	Newhouse
WDJC-F,	93.7,	100 KW @ 871,	RELIGION	,	$18.00	(Savalli)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	NBN,	$64.20*	(Selcom)	
WKXX-F,	106.9,	100 KW @ 1114,	ROCK	,	$82.50*	(Mc-Guild)	Mooney
WQEZ-F,	96.5,	100 KW @ 890,	BTFL MUSIC (TM)	,	$25.00	(Blair)	
WRKK-F,	99.5,	100 KW @ 952,	AOR	,	$33.50	(Christal)	
WZZK-F,	104.7,	100 KW @ 640,	COUNTRY	,	$70.00*	(Katz)	Katz
WQEN-F,	103.7,	100 KW @ 1110,	ROCK	,	$25.00	(Bolton)	(GADSDEN)

TV STATIONS

WVTM	Birmingham	13	NBC, Times-Mirror
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,074, Newhouse
Birmingham Post-Herald	M	68,349, Newhouse

BLOOMINGTON, IL

Market # 247
Revenue Rank # 180
Income Rank # 75
APR 14.2
SMSA Pop: 124,600
CSI: 1.1 Bil (# 209)

Revenue : $ 2,613,508
Income : $ 381,470
% Rev Gain: 5.0 %
Stations: 12/4
Diaries: 537/323:1
CSI HH: 23.9 M (# 44)
Standard Error: .909

National Rev: $- 282,795
Nat Rev per Cap: $ 2.27
Tot Rev per Cap: $ 20.98
Tot Inc per Cap: $ 3.06
Profit Margin: 14.6 %
Retail $: .6 Bil (# 232)
Retail Sales %: .397

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80
1. WJBC	59/40.7	39.0	37.3	37.0
2. WBNQ-F	23/15.9	18.2	18.9	16.0
3. WMLA-F	13/ 9.0	8.4	7.1	8.3
4. WLS	9/ 6.2	5.8	5.3	7.2
5. WWCT-F	8/ 5.5	5.2	6.5	7.2
WMAQ	8/ 5.5	5.2	4.1	7.2
7. WIHN-F	7/ 4.8	4.5	6.5	3.9
WGN	7/ 4.8	3.2	1.2	1.7
9. WKZW-F	4/ 2.8	1.3	1.8	1.7

12+ TSA 1/4	
1. WJBC	75
2. WLS	38
3. WBNQ-F	35
4. WMAQ	21
5. WMLA-F	15
6. WGN	14
7. WWCT-F	13
8. WKZW-F	11
9. WSWT-F	9
10. WIHN-F	7

12+ TSA CUME/MSA CUME RAT	
1. WJBC	774/57.6
2. WBNQ-F	568/40.0
3. WLS	516/21.0
4. WMAQ	434/16.5
5. WKZW-F	223/ 7.4
6. WMLA-F	215/17.2
7. WWCT-F	193/12.3
8. WGN	192/ 9.1
9. WSWT-F	149/ 5.0
10. WIHN-F	97/ 8.7

12+ FM SHARE (METRO): 40.43% (57 of 141) (O/N 80: 45.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WLS	·WBNQ-F	2. WBNQ-F			2. WLS
	3. WWCT-F	3. WMLA-F			3. WBNQ-F

OTHER RATED STATIONS/METRO SHARE

WRBA	1440	Normal	.7
WSOY-F	102.9	Decatur	.7
WSWT-F	106.9	Peoria	.7

FORMATS	AM	FM	TOTAL	%
MOR/AC	67 (3)		67 (3)	47.5
ROCK/AOR/CONTEMP	9 (1)	36 (4)	45 (5)	31.9
COUNTRY	8 (1)	13 (1)	21 (2)	14.9
BTFL MUSIC		8 (2)	8 (2)	5.7
			141 (12)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, $33.00	(Mc-Guild)	Bloomington
WBNQ-F, 101.5, 50 KW @ 460, ROCK (TM)	, $22.50	(Selcom)	Bloomington
WIHN-F, 96.7, 3 KW @ 300, BTFL MUS	, $16.00	(----)	
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	NBC, $18.50	(Masla)	

Other Stations - See Peoria and Chicago

NEWSPAPER

Bloomington Pantagraph AD 51,580

BOSTON

Market # 6; ADI # 6
Revenue Rank # 8
Income Cank # 43
APR 17.9
SMSA Pop: 3,877,600
CSI: 33.4 Bil (# 7)

Revenue : $ 52,037,543
Income : $ 678,310
% Rev Change: 21.7%
Stations: 37/34
Diaries: 2303/1684:1
CSI HH: 24.7 M (# 29)
Standard Error: .416

National Rev: $ 18,893,536
Nat Rev per Cap: $ 4.87
Tot Rev per Cap: $ 13.42
Tot Inc per Cap: $ .17
Profit Margin: 1.3%
Retail $: 17.1 Bil (# 6)
Retail Sales %: .240

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80
1. WCOZ-F	477/9.3	12.6	11.1	11.0	9.1
2. WHDH	449/8.7	9.7	8.5	10.3	9.8
3. WBZ	422/8.2	6.8	6.7	8.4	7.9
4. WEEI	337/6.6	6.0	7.0	6.5	7.1
5. WXKS-F	313/6.1	5.0	7.1	5.0	4.4
6. WBCN-F	306/5.9	4.6	3.9	4.8	4.2
7. WJIB-F	272/5.3	4.9	6.3	5.3	7.4
8. WROR-F	255/5.0	5.4	5.8	4.5	4.4
9. WVBF-F	211/4.1	3.9	3.7	3.5	4.1
10. WEEI-F	208/4.0	3.5	3.7	3.7	4.7
11. WXKS	164/3.2	4.0	3.7	3.0	3.4
12. WRKO	142/2.8	2.5	3.2	2.4	2.7
13. WHUE-F	137/2.7	2.5	2.2	2.2	2.2
14. WSSH-F	132/2.6	3.0	1.7	2.0	2.4
15. WITS	115/2.2	2.0	2.6	3.1	2.4

12+ TSA 1/4	
1. WCOZ-F	751
2. WBZ	618
3. WHDH	517
4. WXKS-F	424
5. WBCN-F	412
6. WROR-F	382
7. WEEI	377
8. WJIB-F	361
9. WEEI-F	290
10. WVBF-F	273
11. WAAF-F	264
12. WSSH-F	228
13. WHJY-F	223
14. WHUE-F	200
15. WRKO	184

12+ TSA CUME/MSA CUME RAT	
1. WBZ	10335/24.5
2. WCOZ-F	9976/21.5
3. WHDH	7954/23.5
4. WEEI	6451/19.4
5. WROR-F	6009/13.7
6. WEEI-F	5146/13.0
7. WXKS-F	5048/12.8
8. WJIB-F	4989/12.5
9. WVBF-F	4852/12.8
10. WBCN-F	4827/12.1
11. WAAF-F	4573/ 6.7
12. WRKO	4366/11.5
13. WHJY-F	3210/ 1.7
14. WHUE-F	2878/ 6.9
15. WSSH-F	2721/ 5.5

12+ FM SHARE (METRO): 56.70% (2709 of 4778) (O/N 80: 53.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCOZ-F	1. WBCN-F	1. WBCN-F	1. WHDH	1. WBZ	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WCOZ-F	2. WBZ	WHDH	2. WHDH
3. WAAF-F	3. WXKS-F	3. WHDH	3. WROR-F	3. WEEI	3. WEEI
4. WVBF-F	4. WROR-F	4. WXKS-F	4. WEEI-F	4. WJIB-F	4. WCOZ-F
5. WROR-F	5. WEEI-F	5. WROR-F	5. WEEI	5. WXKS	5. WBCN-F
6. WBCN-F	6. WVBF-F	6. WBZ	6. WBCN-F	6. WHUE-F	6. WXKS-F
	7. WHDH	7. WEEI-F	7. WJIB-F	7. WROR-F	7. WROR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	1507 (8)	1535 (9)	32.1
MOR/AC	992 (6)	491 (3)	1483 (9)	31.0
BTFL MUSIC	36 (1)	556 (4)	592 (5)	12.4
NEWS/TALK	594 (3)		594 (3)	12.4
BIG BAND/NOSTALGIA	168 (2)	34 (1)	202 (3)	4.2
UNKNOWN	88 (1)	24 (1)	112 (2)	2.3
RELIGION	87 (2)		87 (2)	1.8
BLACK/ETHNIC	78 (2)		78 (2)	1.6
CLASSICAL		72 (1)	72 (1)	1.5
COUNTRY		25 (1)	25 (1)	0.5
			4778 (37)	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WCOZ-F	1. WBZ	1. WCOZ-F
2. WBZ	2. WCOZ-F	2. WHDH
3. WHDH	3. WHDH	3. WXKS-F
4. WBCN-F	4. WEEI	4. WEEI
5. WXKS-F	5. WROR-F	5. WBZ
6. WEEI	6. WEEI-F	6. WJIB-F
7. WROR-F	7. WJIB-F	7. WROR-F
8. WJIB-F	8. WVBF-F	8. WVBF-F
9. WEEI-F	9. WBCN-F	9. WBCN-F
10. WVBF-F	10. WXKS-F	10. WEEI-F
11. WAAF-F	11. WRKO	
12. WSSH-F	12. WAAF-F	
13. WHUE-F	13. WHUE-F	
14. WRKO	14. WSSH-F	
15. WXKS	15. WITS	

ADI FM SHARE: 63.21% (4428 of 7005) (O/N 80: 58.88%)

OTHER RATED STATIONS/METRO SHARE			
WBOS-F	92.9	Brookline	1.1
WCAP	980	Lowell	.3
WCAS	740	Cambridge	.5
WCCM	800	Lawrence	.8
WCGY-F	93.7	Lawrence	.7
WCRB-F	102.5		1.4
WDLW	1330		1.7
WESX	1230	Salom	.6
WEZE	1260		.7
WILD	1090		1.2
WJDA	1300	Quincy	.7
WLYN-F	101.7	Lynn	.5
WMJX-F	106.7		.5
WROL	950		1.0
WSNY	1150		.7
WUNR	1600	Brookline	.3
WAAF-F	107.3	Worcester	1.6
WOKQ-F	97.5	Dover	.5
WPLM-F+	99.1	Plymouth	.7
WSRS-F	96.1	Worcester	.3
WHJY-F	94.1	Providence	.5

AM STATIONS

WBZ , 1030, 50 KW (DA-1), MOR ABC-E, $187.50 (RAR) Westinghouse
WEEI, 590, 5 KW (DA-1), NEWS CBS, $133.75 (CBS Spot) CBS
WHDH, 850, 50 KW (DA-2), MOR/AC , $226.88 (Blair) Blair

WITS, 1510, 50 KW (DA-1), TALK NBC,MBS, $ 58.00 (Katz) Mariner
WRKO, 680, 50 KW (DA-2), TALK ABC-C,RKO, $155.00* (RKO) RKO
WXKS, 1430, 5 KW (DAYS), BIG BAND/NOST (Al Ham) , $ 56.44 (MMR) Heftel

FM STATIONS

WBCN-F, 104.1, 50 KW @ 740, AOR , $203.12 (Torbet) Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR , $230.00 (Blair) Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK , $115.63 (CBS/FM) CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne) , $ 60.00* (Eastman) GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke) , $117.50 (Christal) GE

WROR-F, 98.5, 6 KW @ 1191, AC RKO, $170.00* (RKO) RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (?) , $ 50.00* (HNW)
WVBF-F, 105.7, 11 KW @ 954, CONTEMP/AC , $133.75 (Mc-Guild) Fairbanks
WXKS-F, 107.9, 21 KW @ 710, ROCK/URBAN , $122.50 (MMR) Heftel
WAAF-F, 107.3, 17 KW @ 760, AOR (Burk-Abr) Source, $105.00 (Katz) Katz (WORCESTER)

WHJY-F - See Providence

TV STATIONS

WBZ	Boston	4	NBC, Westinghouse
WCVB	Boston	5	ABC
WLVI	Cambridge	56	IND, Field
WNAC	Boston	7	CBS, RKO
WSBK	Boston	38	IND, Storer
WXNE	Boston	25	IND, Christi
WSMW	Worcester	27	IND

NEWSPAPERS

Boston Globe	AD	447,618, Affiliated
Boston Herald American	M	240,703, Hearst

BRIDGEPORT

Market # 90 (52 on county basis)
Revenue Rank # 135
Income Rank # 109
APR 17.8
SMSA Pop: 412,500 (814 M-County)
CSI: 9.3 Bil (# 36)

Revenue : $ 3,694,786
Income : $ 238,271
% Rev Gain: 2.7%
Stations: 39/4
Diaries: 785/525:1
CSI HH: 31.7 M (# 3)
Standard Error: .724

National Rev: $ 807,896
Nat Rev per Cap: $ 1.96
Tot Rev per Cap: $ 8.96
Tot Inc per Cap: $ .58
Profit Margin: 6.4%
Retail $: 3.5 Bil (# 48)
Retail Sales %: .097

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80
1. WEZN-F	100/15.9	16.0	14.8	16.2
2. WICC	87/13.9	15.7	14.8	15.1
3. WNAB	47/ 7.5	7.4	7.2	8.3
4. WNBC	45/ 7.2	7.4	7.3	9.2
5. WDJZ	31/ 4.9	4.6	4.2	7.1
WKCI-F	31/ 4.9	5.5	7.3	3.6
7. WCBS	27/ 4.3	3.4	5.7	5.3
8. WPLR-F	26/ 4.1	5.4	7.0	6.2
9. WRKI-F	20/ 3.2	3.7	1.8	2.8
10. WADS	16/ 2.5	2.3	1.3	1.8

12+ TSA 1/4	
1. WEZN-F	187
2. WICC	99
3. WNBC	89
4. WCBS	80
5. WRKI-F	61
6. WKCI-F	59
7. WBLS-F	54
8. WNAB	47
9. WADS	39
10. WDJZ	31
WPLR-F	31

12+ TSA CUME/MSA CUME RAT	
1. WEZN-F	1905/28.5
2. WNBC	1759/23.1
3. WICC	1566/38.3
4. WCBS	1507/14.7
5. WKCI-F	872/15.9
6. WRKI-F	857/ 9.6
7. WABC	671/ 5.7
8. WPLR-F	621/13.1
9. WPLJ-F	572/ 6.0
10. WBLS-F	560/ 5.8

12+ FM SHARE (METRO): 47.34% (276 of 583) (O/N 80: 45.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRKI-F	1. WICC	1. WICC	1. WICC	1. WEZN-F	1. WICC
WNBC	2. WKCI-F	2. WEZN-F	2. WEZN-F	2. WICC	2. WEZN-F
3. WPLR-F	3. WPLR-F	3. WNBC	3. WNBC	3. WNAB	3. WNBC
4. WICC	4. WNBC	4. WKCI-F	4. WNAB	4. WNBC	4. WCBS

OTHER RATED STATIONS/METRO SHARE

WABC	770	New York	.5	WMCA	570	New York	1.0
WAVZ	1300	New Haven	.5	WMMM	1260	Westport	.5
WBLI-F	106.1	Long Island	.8	WNEW-F	102.7	New York	.5
WBLS-F	107.5	New York	2.5	WNHC	1340	New Haven	1.1
WCBS-F	101.1	New York	.5	WOR	710	New York	1.9
WDJF-F	107.9	Westport	.8	WPIX-F	101.9	New York	.3
WDRC-F	102.9	Hartford	.6	WPLJ-F	95.5	New York	1.8
WELI	960	New Haven	.3	WQXR-F+	96.3	New York	.7
WHN	1050	New York	1.4	WRKS-F	98.7	New York	1.8
WINS	1010	New York	1.0	WTFM-F	103.5	New York	.5
WIOF-F	104.1	Waterbury	.3	WTIC	1080	Hartford	.3
WKHK-F	106.7	New York	1.1	WWYZ-F	92.5	Waterbury	1.1
WKTU-F	92.3	New York	1.0	WLYQ-F	95.9	Norwalk	.3

FORMATS	AM	FM	TOTAL	%
MOR/AC	154 (5)	18 (5)	172 (10)	29.5
ROCK/AOR/CONTEMP	55 (3)	109 (10)	164 (13)	28.1
BTFL MUSIC	3 (1)	106 (2)	109 (3)	18.7
NEWS/TALK	51 (4)		51 (4)	8.7
BLACK/URBAN		33 (3)	33 (3)	5.7
BIG BAND/NOST	34 (2)		34 (2)	5.8
COUNTRY	9 (1)	7 (1)	16 (2)	2.7
CLASSICAL	1 (1)	3 (1)	4 (2)	0.7
			583 (39)	

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA) , NOSTALGIA MBS, $17.50 (Lotus)
WICC, 600, 1 KW/500 W (DA-1), AC/MOR , $35.00 (Roslin) Tribune Bdcst
WNAB, 1450, 1 KW/250 W , MOR/TALK ABC-I, $33.25 (Savalli)
WADS, 690, 1 KW (DAYS,DA) , MOR , $18.00 (----) (ANSONIA)

PLEASE SEE CONTINUATION PAGES AT END OF THIS SECTION.

BUFFALO

Market # 32; ADI # 29
Revenue Rank # 33
Income Rank # 17
APR 15.9
SMSA Pop: 1,293,300
CSI: 10.3 Bil (# 32)

Revenue : $16,127,872
Income : $ 2,002,474
% Rev Gain: +2.9
Stations: 20/17
Diaries: 1353/956:1
CSI HH: 22.2 M (# 112)
Standard Error: .517

National Rev: $4,711,702
Nat Rev per Cap: $3.64
Tot Rev per Cap: $12.47
Tot Inc per Cap: $1.55
Profit Margin: 12.4%
Retail $: 5.3 Bil (# 33)
Retail Sales %: .251

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WBEN	213/13.1	13.4	14.3	12.2	14.3
2. WJYE-F	189/11.6	15.5	14.0	13.3	15.6
3. WGRQ-F	158/ 9.7	7.6	6.0	6.7	3.6
4. WBEN-F	143/ 8.8	7.1	7.8	9.1	7.7
5. WKBW	136/ 8.4	9.7	10.1	9.2	10.9
6. WGR	123/ 7.6	7.0	9.5	9.0	11.0
7. WECK	83/ 5.1	1.6	---	.9	.6
8. WBLK-F	81/ 5.0	6.2	5.9	5.4	5.6
9. WPHD-F	70/ 4.3	6.4	4.1	5.0	4.0
10. WWOL	53/ 3.3	3.5	2.8	2.5	3.0
11. WYRK-F	46/ 2.8	2.6	3.5	5.0	3.6
12. WZIR-F	36/ 2.2	.5	1.3	.5	.5

12+ TSA	1/4
1. WBEN	235
2. WBEN-F	224
3. WJYE-F	202
4. WGRQ-F	192
5. WGR	181
6. WKBW	162
7. WBLK-F	85
WECK	85
9. WWOL	72
WPHD-F	72
11. WYRK-F	68
12. WZIR-F	45

12+ TSA CUME/MSA CUME RAT	
1. WBEN	3971/34.1
2. WBEN-F	3760/23.3
3. WGR	3293/24.2
4. WKBW	3271/26.0
5. WJYE-F	2475/22.2
6. WGRQ-F	2414/19.1
7. WPHD-F	1429/12.6
8. WECK	1160/10.8
9. WBLK-F	970/ 8.9
10. WYRK-F	795/ 5.5
11. WZIR-F	715/ 5.7
12. WBUF-F	678/ 5.3

12+ FM SHARE (METRO): 53.98% (801 of 1484) (O/N 80: 52.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRQ-F	1. WGRQ-F	1. WBEN-F	1. WBEN	1. WJYE-F	1. WBEN
2. WBEN-F	2. WBEN-F	2. WGRQ-F	WJYE-F	2. WBEN	2. WKBW
3. WKBW	3. WKBW	3. WBEN	3. WGR	3. WECK	3. WGR
4. WBLK-F	4. WPHD-F	4. WGR	4. WBEN-F	4. WGR	4. WBEN-F
5. WGR	5. WBLK-F	5. WKBW	5. WECK	5. WKBW	5. WGRQ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	136 (1)	432 (5)	568 (6)	38.3
MOR/AC	379 (5)	35 (1)	414 (6)	27.9
BTFL MUSIC		189 (1)	189 (1)	12.7
COUNTRY	63 (2)	46 (1)	109 (3)	7.3
BLACK/URBAN	22 (1)	81 (1)	103 (2)	6.9
BIG BAND	83 (1)		83 (1)	5.6
RELIGION		18 (1)	18 (1)	1.2
			1484 (20)	

BUFFALO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBEN	1. WBEN	1. WBEN
2. WBEN-F	2. WBEN-F	2. WGRQ-F
3. WJYE-F	3. WGR	3. WBLK-F
4. WGRQ-F	4. WKBW	4. WKBW
5. WGR	5. WJYE-F	5. WGR
6. WKBW	6. WGRQ-F	6. WJYE-F
7. WBLK-F	7. WPHD-F	7. WBEN-F
WECK	8. WECK	8. WECK
9. WWOL	9. WBLK-F	9. WWOL
WPHD-F	10. WYRK-F	
11. WYRK-F	11. WZIR-F	
12. WJTN	12. WBUF-F	
13. WZIR-F	13. WACJ-F	
14. WLSV	14. WWOL	
15. WACJ-F	15. WYSL	

OTHER RATED STATIONS/METRO SHARE

WACJ-F	104.1		2.2
WBUF-F	92.9		1.5
WDCX-F	99.5		1.1
WJJL	1440	Niagara Falls	.7
WLVL	1340	Lockport	.9
WUFO	1080	Amherst	1.4
WXRL	1300	Lancaster	.6
WYSL	1400		1.1

ADI FM SHARE: 51.67% (1021 of 1976) (O/N 80: 51.47%)

AM STATIONS

WBEN	930	5 KW (DA-N)	MOR	NBC	$100.00*	(Eastman)	
WECK	1230	1 KW/250 W	BIG BAND/NOST (Al Ham)	MBS	$ 20.00*	(Masla)	
WGR	550	5 KW (DA-N)	AC/MOR	ABC-E	$123.75*	(Katz)	Taft
WKBW	1520	50 KW (DA-1)	CONTEMP		$ 80.00*	(Blair)	Cap Cities
WWOL	1120	1 KW (DAYS)	COUNTRY	ABC-I	$ 21.45	(RKO)	Associated
WYSL	1400	1 KW/250 W	MOR	CBS	$ 25.00*	(MMR)	
WJTN	1340	500 W/250 W	MOR	ABC-E	$ 14.50	(Masla)	Goldman (JAMESTOWN)
WLSV	790	1 KW	MOR		$ 9.30	(----)	(WELLSVILLE)

FM STATIONS

WACJ-F	104.1	50 KW @ 390	AC (FM-100)	ABC-I,MBS	$ 21.45	(RKO)	Associated
WBEN-F	102.5	110 KW @ 1800	ROCK (TM)		$ 65.00*	(Eastman)	
WBLK-F	93.7	50 KW @ 380	BLACK	NBN	$ 32.00	(PRO)	
WBUF-F	92.9	94 KW @ ? ?	CONTEMP	ABC-E	$ 28.00	(Mc-Guild)	
WGRQ-F	96.9	13 KW @ 890	AOR (Burk-Abr)	Source	$ 57.50*	(Katz)	Taft
WJYE-F	96.1	50 KW @ 480	BTFL MUS (Schulke)		$ 97.75	(Torbet)	McCormick
WPHD-F	103.3	49 KW @ 423	AOR	ABC-C	$ 45.00*	(MMR)	
WYRK-F	106.5	50 KW @ 390	COUNTRY (Century 21)		$ 22.00*	(Mc-Guild)	Stoner
WZIR-F	98.5	46 KW @ 424	ROCK		$ 27.25	(Christal)	(NIAGARA FALLS)

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	126,197
Buffalo News	E	269,474
Niagara Falls Gazette	E	30,247, Gannett

CANTON

Market # 99
Revenue Rank # 112
Income Rank # 130
APR 15.5
SMSA Pop: 406,900
CSI: 3.2 Bil (# 96)

Revenue : $4,825,462
Income : $ 156,001
% Rev Gain: 2.4%
Stations: 29/10
Diaries: 744/547:1
CSI HH: 21.9 M (# 124)
Standard Error: .702

National Rev: $1,101,247
Nat Rev per Cap: $2.71
Tot Rev per Cap: $11.86
Tot Inc per Cap: $ .38
Profit Margin: 3.2%
Retail $: 1.8 Bil (# 99)
Retail Sales %: .230

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WHBC	85/16.4	16.9	20.9	19.6
2. WHBC-F	60/11.6	14.6	10.1	12.7
3. WDJQ-F	49/ 9.4	8.4	5.6	4.4
4. WMMS-F	39/ 7.5	6.1	9.5	9.2
5. WOOS-F	28/ 5.4	7.3	9.0	9.0
6. WGAR	26/ 5.0	4.6	6.5	5.1
7. WSLR	20/ 3.9	5.6	2.9	5.0
WQXK-F	20/ 3.9	1.9	4.7	2.6
9. WDBN-F	18/ 3.5	1.5	1.1	1.8
10. WGCL-F	12/ 2.3	1.3	2.0	.9

12+ TSA 1/4	
1. WHBC	87
2. WHBC-F	67
3. WDJQ-F	58
4. WMMS-F	53
5. WGAR	33
6. WOOS-F	32
7. WDBN-F	29
8. WQIO	27
9. WGCL-F	25
WQXK-F	25

12+ TSA CUME/MSA CUME RAT	
1. WHBC	1439/40.2
2. WHBC-F	831/22.7
3. WDJQ-F	751/18.3
4. WGAR	741/19.8
5. WMMS-F	716/16.4
6. WOOS-F	615/15.7
7. WDBN-F	459/ 8.1
8. WGCL-F	431/ 6.6
9. WWWE	394/ 5.8
10. WSLR	355/10.0

12+ FM SHARE (METRO): 61.95% (293 of 473) (O/N 80: 51.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJQ-F	1. WMMS-F	1. WHBC	1. WHBC	1. WHBC	1. WHBC
2. WMMS-F	2. WDJQ-F	2. WDJQ-F	2. WHBC-F	2. WHBC-F	2. WHBC-F
	3. WOOS-F	3. WMMS-F	3. WGAR	3. WDBN-F	3. WDJQ-F

OTHER RATED STATIONS/METRO SHARE

WFAH	1310	Alliance	1.2
WINW	1520		1.0
WNYN	900		2.3
WQIO	1060		2.1
WTIG	990	Massillion	.6
WTOF-F	98.1		2.3
WAEZ-F	97.5	Akron	1.0
WCUE	1150	Akron	.4
WDMT-F	107.9	Cleveland	1.0

WKBN-F	98.9	Youngstown	1.0
WKDD-F	96.5	Akron	.4
WNIR-F	100.1	Kent	1.0
WQAL-F	104.1	Cleveland	.4
WSRD-F	101.1	Youngstown	1.3
WWWE	1100	Cleveland	1.2
WWWM-F	105.7	Cleveland	2.1
WZAK-F	93.1	Cleveland	1.5
WZZP-F	106.5	Cleveland	1.0
WHLO	640	Cleveland	.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		153 (8)	153 (8)	32.4
MOR/AC	118 (4)		118 (4)	25.0
BTFL MUSIC	6 (1)	90 (5)	96 (6)	20.3
COUNTRY	49 (4)	25 (2)	74 (6)	15.6
BLACK/URBAN		13 (2)	13 (2)	2.8
RELIGION		12 (1)	12 (1)	2.5
BIG BAND	7 (2)		7 (2)	1.4
			473 (29)	

RADIO STATIONS

WHBC, 1400, 5 KW (DA-N) , MOR ABC-E, $65.63 (Christal)
WQIO, 1060, 5 KW (DAYS,DA), COUNTRY , $18.00 (P/W)

WDJQ-F, 92.5, 19 KW @ 500, ROCK (TM) ABC-I, $16.00 (----)
WHBC-F, 94.1, 44 KW @ 361, BTFL MUS (Bonne) , $30.63 (Christal)
WOOS-F, 106.9, 28 KW @ 341, AC (Century 21) , $17.00 (Howard)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY , $16.50 (MMR) Rust (SALEM)

OTHER STATIONS - SEE CLEVELAND AND AKRON

TV STATIONS WJAN Canotn 17 IND

NEWSPAPER Canton Repository E 65,048, Thomson

CHARLESTON, SC

Market # 97
Revenue Rank # 114
Income Rank # 374
APR 14.9
SMSA Pop: 416,300
CSI: 1.4 Bil (# 118)

Revenue : $4,780,604
Income : $-1,275,980
% Rev Gain: +4.7
Stations: 17/14
Diaries: 916/454:1
CSI HH: 19.0 M (# 260)
Standard Error: .641

National Rev: $571,491
Nat Rev per Cap: $1.37
Tot Rev per Cap: $11.48
Tot Inc per Cap: $-3.07
Profit Margin: ---
Retail $; 1.4 Bil (# 118)
Retail Sales %: .329

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WSSX-F	66/12.7	15.5	11.1	8.2
2. WEZL-F	60/11.5	10.5	10.7	10.0
WXTC-F	60/11.5	9.1	15.4	13.1
4. WCSC	56/10.8	11.0	8.9	10.0
5. WWWZ-F	47/ 9.0	9.9	1.1	2.9
6. WQIZ	42/ 8.1	8.7	5.7	3.5
7. WPAL	37/ 7.1	9.1	9.8	10.2
8. WKTM-F	28/ 5.4	5.0	6.5	8.2
9. WDWQ-F	27/ 5.2	5.2	7.6	9.0
10. WTMA	23/ 4.4	4.7	5.9	8.8

12+ TSA 1/4	
1. WDWQ-F	106
2. WEZL-F	76
3. WXTC-F	71
4. WSSX-F	70
5. WWDM-F	67
6. WQIZ	60
7. WCSC	56
8. WWWZ-F	48
9. WPAL	38
10. WKYM-F	28

12+ TSA CUME/MSA CUME RAT	
1. WDWQ-F	1053/13.6
2. WSSX-F	946/25.4
3. WCSC	906/25.9
4. WEZL-F	872/19.9
5. WXTC-F	786/19.1
6. WWWZ-F	624/16.3
7. WTMA	597/16.7
8. WKTM-F	563/16.1
9. WPAL	559/15.0
10. WWDM-F	493/ 3.0

12+ FM SHARE (METRO): 59.60% (295 of 495) (O/N 80: 57.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSSX-F	1. WSSX-F	1. WSSX-F	1. WEZL-F	1. WXTC-F	1. WDWQ-F
2. WDWQ-F	2. WWWZ-F	2. WCSC	2. WCSC	2. WEZL-F	2. WCSC
WWWZ-F	3. WCSC	3. WEZL-F	3. WXTC-F	3. WQIZ	WEZL-F
4. WCSC	4. WKTM-F	4. WWWZ-F	4. WQIZ	4. WCSC	4. WXTC-F

OTHER RATED STATIONS/METRO SHARE

WAZS	980	Summerville	1.0
WBER	950	Moncks Corner	1.2
WGCA	1450		2.7
WKXZ	910		1.9
WOKE	1340		1.3
WTWF-F	105.5	Moncks Corner	.4
WWDM-F	101.3	Sumter	1.0

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	79 (2)	52 (2)	131 (4)	26.5
ROCK/AOR/CONTEMP		123 (4)	123 (4)	24.8
MOR/AC	86 (3)		86 (3)	17.4
COUNTRY	11 (2)	60 (1)	71 (3)	14.3
BTFL MUSIC		60 (1)	60 (1)	12.1
UNKNOWN	24 (2)		24 (2)	4.8
			495 (17)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N), CONTEMP RKO, $33.00* (Mc-Guild)
WPAL, 730, 1 KW (DAYS), BLACK NBN, $24.00* (Howard)
WQIZ, 810, 5 KW (DAYS), BLACK/GOSPEL SBN, $10.50 (Selcom) (ST. GEORGE)
WTMS, 1250, 5 KW/1 KW (DA-N), MOR/AC ABC-I,MBS, $25.00* (Eastman) Sconnix

WDWQ-F, 107.5, 100 KW @ 585, ROCK , $14.25 (Selcom) (ST. GEORGE)
WEZL-F, 103.5, 100 KW @ 700, COUNTRY NBC, $42.00 (Blair)
WKTM-F, 102.5, 50 KW @ 220, ROCK ABC-C, $25.00* (Torbet)
WSSX-F, 95.1, 100 KW @ 432, AOR , $45.00* (Eastman) Sconnix
WWWZ-F, 93.5, 3 KW @ 510, URBAN ABC-F, $28.50* (PRO)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS (Bonne) , $33.00* (Mc-Guild)

WWDM-F - See Columbia

TV STATIONS

WCBD	Charleston	2	ABC, State
WCIV	Charleston	4	NBC, Allbritton
WCSC	Charleston	5	CBS

NEWSPAPERS

Charleston Post E 37,452
Charleston News and Courier M 37,452
Aiken Standard E 12,599

CHARLOTTE

Market # 66; ADI # 35
Revenue Rank # 38
Income Rank # 20
APR 13.7
SMSA Pop: 638,800
CSI: 5.0 Bil (# 65)

Revenue : $14,253,055
Income : $ 1,646,964
% Rev Gain: 6.5%
Stations: 21/21
Diaries: 882/724:1
CSI HH: 22.3 M (# 103)
Standard Error: .609

National Rev: $3,947,416
Nat Rev per Cap: $6.18
Tot Rev per Cap: $22.31
Tot Inc per Cap: $2.58
Profit Margin: 11.5%
Retail $: 2.8 Bil (# 61)
Retail Sales %: .426

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WSOC-F	127/17.3	15.3	12.6	10.9	12.6
2. WBT	81/11.1	14.8	15.9	15.6	17.2
3. WBCY-F	66/ 9.0	9.2	8.7	6.9	7.2
4. WEZC-F	65/ 8.9	8.8	9.9	8.8	6.8
5. WROQ-F	62/ 8.5	8.9	10.5	9.2	11.1
6. WPEG-F	61/ 8.3	7.4	7.3	6.3	4.9
7. WGIV	48/ 6.6	4.7	4.4	6.4	5.4
8. WAYS	43/ 5.9	8.7	8.5	9.7	10.4
9. WZXI-F	25/ 3.4	3.3	3.0	2.9	2.6
10. WSOC	20/ 2.7	4.5	3.8	6.1	4.7

12+ TSA 1/4	
1. WSOC-F	453
2. WEZC-F	187
3. WROQ-F	168
4. WBT	154
5. WBCY-F	148
6. WPEG-F	118
7. WAYS	59
8. WGIV	50
9. WSPA-F	41
10. WLVV-F	37

12+ TSA CUME/MSA CUME RAT	
1. WSOC-F	4260/25.6
2. WBT	2754/27.8
3. WBCY-F	2397/18.9
4. WROQ-F	2273/17.4
5. WEZC-F	2123/15.1
6. WAYS	1382/17.7
7. WPEG-F	1303/15.4
8. WZXI-F	855/ 9.4
9. WLVV-F	801/ 5.3
10. WGIV	658/11.7

12+ FM SHARE (METRO): 62.10% (426 of 686) (O/N 80: 55.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WROQ-F	1. WBCY-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WBCY-F	WROQ-F	2. WBT	2. WBT	2. WBT	2. WROQ-F
3. WGIV	3. WSOC-F	3. WBCY-F	3. WEZC-F	3. WEZC-F	3. WBT
4. WPEG-F	4. WPEG-F	4. WROQ-F	4. WPEG-F		4. WEZC-F
5. WSOC-F	5. WAYS	5. WPEG-F	WAYS		5. WBCY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		167 (4)	167 (4)	24.3
MOR/AC	155 (6)		155 (6)	22.6
COUNTRY	24 (3)	127 (1)	151 (4)	22.0
BLACK	48 (1)	61 (1)	109 (2)	15.9
BTFL MUSIC		71 (2)	71 (2)	10.3
BIG BAND/NOST	20 (1)		20 (1)	2.9
RELIGION	13 (2)		13 (2)	1.9
			686 (21)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WEZC-F	2. WBT	2. WBT
3. WBT	3. WBCY-F	3. WPEG-F
4. WROQ-F	4. WEZC-F	4. WEZC-F
5. WBCY-F	5. WROQ-F	5. WBCY-F
6. WPEG-F	6. WAYS	6. WROQ-F
7. WHKY-F	7. WPEG-F	7. WGIV
8. WAYS	8. WZXI-F	8. WAYS
9. WXRC-F	9. WLVV-F	
10. WGIV	10. WXRC-F	
11. WLVV-F	11. WGIV	
12. WIRC	12. WSOC	
13. WZXI-F	13. WTQR-F	
WSPA-F	14. WFMX-F	
15. WXIK-F	15. WXIK-F	
WTQR-F		

OTHER RATED STATIONS/METRO SHARE

WAME	1480		1.2
WCGC	1270	Belmont	.5
WGAS	1420	Gastonia	.5
WGNC	1450	Gastonia	1.6
WHVN	1310		.5
WIST	1240		.5
WIXE	1190	Monroe	1.9
WLTC	1370	Gastonia	.8
WQCC	1540		1.5
WLVV-F	96.9	Statesville	1.9
WSPA-F	98.9	Spartanburg	.8

ADI FM SHARE: 73.78% (1424 of 1930) (O/N 80: 61.46%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), OLDIES/AC (Burk-Abr) , $ 80.50* (Eastman)
WBT , 1110, 50 KW (DA-N) , AC ABC-E, $130.00* (Blair) Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N),BLACK NBN, $ 23.75* (Selcom)

WSOC, 930, 5 KW/1 KW (DA-N), NOST (TM) MBS,NBC, $ 30.00* (Christal) Cox
WIRC, 630, 1 KW (DAYS) , COUNTRY , $ 10.00 (Southern)

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr) , $ 80.50* (Eastman)
WBCY-F, 107.9, 100 KW @ 980, ROCK , $ 60.00* (Blair) Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS , $ 68.00 (Torbet) EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM) MBS, $100.00* (Chirstal) Cox
WZXI-F, 101.9, 43 KW @ 870, SOFT ROCK ABC-E, $ 12.50 (Masla)

WLVV-F, 96.9, 100 KW @ 499, AC , $? ? (Mc-Guild) (STATESVILLE)
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen) , $ 34.50 (Howard) (CONCORD)
WXRC-F, 95.7, 100 KW @ 330, ROCK , $ 15.50 (Southern) (HICKORY)
WHKY-F, 102.9, 15 KW @ 325, RELIGION ABC-F, $ 6.25 (----) (HICKORY)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP MBS, $ 9.00 (Southern) (SHELBY)
WFMX-F, 105.7, 100 KW @ 350, COUNTRY , $ 5.00 (Southern) (STATESVILLE)

WTQR-F - See Greensboro WSPA-F - See Greenville-Spartanburg

TV STATIONS

WBTV	Charlotte	3	CBS, Jeff-Pilot
WCCB	Charlotte	18	IND, Bahakel
WPCQ	Charlotte	36	NBC, Westinghouse
WSOC	Charlotte	9	ABC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer	M	169,400, Knight-Ridder
Charlotte News	E	51,809, Knight-Ridder
Gastonia Gazette	E	34,333, Freedom

CHATTANOOGA

Market # 96
Revenue Rank # 100
Income Rank # 101
APR 16.8
SMSA Pop: 426,000
CSI: 3.1 Bil (# 97)

Revenue : $5,187,197
Income : $ 269,958
% Rev Gain: +19.1
Stations: 15/16
Diaries: 811/525:1
CSI HH: 18.5 M (# 278)
Standard Error: .685

National Rev: $929,782
Nat Rev per Cap: $2.18
Tot Rev per Cap: $12.18
Tot Inc per Cap: $ .63
Profit Margin: 5.2%
Retail $: 1.7 Bil (# 102)
Retail Sales %: .269

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WSKZ-F	93/15.5	13.5	14.8	15.1	17.8
2. WDEF-F	62/10.3	11.2	11.4	12.5	14.9
3. WDOD-F	55/ 9.2	7.0	.6	2.6	4.0
4. WDEF	51/ 8.5	13.5	16.8	14.6	14.3
5. WDOD	37/ 6.2	8.9	9.2	13.5	8.2
6. WGOW	23/ 3.8	6.4	4.2	5.6	6.7
7. WKXC-F	16/ 2.7	1.4	1.7	.9	2.2
WNOO	16/ 2.7	2.9	2.8	11.2	8.0
9. WDXB	13/ 2.2	.4	1.5	3.7	3.8
10. WMOC	10/ 1.7	1.9	2.4	2.4	1.6

12+ TSA 1/4	
1. WSKZ-F	180
2. WDEF-F	99
3. WDOD-F	89
4. WDEF	51
5. WDOD	45
6. WGOW	25
7. WJSQ-F	19
WKXC-F	19
9. WNOO	17
10. WDXB	14

12+ TSA CUME/MSA CUME RAT	
1. WSKZ-F	2095/30.2
2. WDOD-F	1305/20.3
3. WDEF-F	1087/19.3
4. WDEF	818/22.4
5. WDOD	787/18.9
6. WGOW	607/15.5
7. WJSQ-F	414/ 4.1
8. WKXC-F	320/ 7.4
9. WNOO	246/ 5.7
10. WDXB	211/ 5.5

12+ FM SHARE (METRO): 57.64% (234 of 406) (O/N 80: 42.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDOD-F	1. WDEF-F	1. WSKZ-F
	2. WDOD-F	2. WDOD-F	2. WSKZ-F	2. WDEF	2. WDOD-F+
	3. WGOW	3. WDEF-F	3. WDEF-F	WDOD-F	3. WDEF-F
	4. WDEF-F	4. WGOW	4. WDOD	4. WDOD	4. WDEF

IMPORTANT NOTICE: Pursuant to Arbitron's rating distortion policy, WFLI and WJTT-F were delisted.

OTHER RATED STATIONS/METRO SHARE

WEDG	1240	Saddy-Daisy	.7
WEPG	910	S. Pittsburg	1.5
WLFA	1590	Lafayette, GA	1.5
WOWE-F	105.5	Rossville, GA	.5
WJSQ-F	101.1	Athens	.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	109 (2)	132 (3)	32.5
COUNTRY	54 (3)	63 (3)	117 (6)	28.8
BTFL MUSIC		62 (1)	62 (1)	15.3
MOR/AC	60 (2)		60 (2)	14.8
BLACK	16 (1)		16 (1)	3.9
RELIGION	10 (1)		10 (1)	2.5
UNKNOWN	9 (1)		9 (1)	2.2
			406 (15)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, $37.25*	(Katz)	Park
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E, $22.50*	(Torbet)	Bahakel
WDXB, 1490, 1 KW/250 W	, COUNTRY	NBC, $12.00	(Savalli)	
WGOW, 1150, 5 KW/1 KW (DA-N)	, CONTEMP	, $30.62	(Eastman)	Bloomington
WMOC, 1450, 1 KW/250 W	, RELIGION	, $12.00	(----)	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, $11.50	(Lazar)	
WDEF-F, 92.3, 100 KW @ 895	, BTFL MUS (FM-100)	, $37.25*	(Katz)	Park
WDOD-F, 96.5, 19 KW @ 1010	, COUNTRY	RKO, $23.00*	(Torbet)	Bahakel
WKXC-F, 102.3, 3 KW @ 485	, CONTEMP	, $12.00	(Selcom)	(SODDY-DAISY)
WSKZ-F, 106.5, 100 KW @ 1076	, ROCK	, $42.88	(Eastman)	Bloomington
WJSQ-F, 101.7, 1.2 KW @ 400	, AC/COUNTRY	, $ 5.00	(----)	(ATHENS)

TV STATIONS

WDEF	Chattanooga	12	CBS, Park
WRIP	Chattanooga	61	IND
WRCB	Chattanooga	3	ABC,Ziff-Davis
WTVC	Chattanooga	9	ABC

CHICAGO

Market # 3; ADI # 3
Revenue Rank # 3
Income Rank # 13
APR 16.2
SMSA Pop: 7,140,200
CSI: 65.3 Bil (# 3)

Revenue : $ 104,375,740
Income : $ 2,547,849
% Rev Gain: 9.7%
Stations: 31/65
Diaries: 3138/2275:1.
CSI HH: 26.0 M (# 15)
Standard Error: .346

National Rev: $ 33,060,209
Nat Rev per Cap: $ 4.63
Tot Rev per Cap: $ 14.62
Tot Inc per Cap: $ .36
Profit Margin: 2.4%
Retail $: 30.3 Bil (# 3)
Retail Sales %: .283

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80
1. WGN	980/9.6	9.4	9.6	10.5	9.7
2. WGCI-F	705/6.9	6.3	4.1	4.9	6.0
3. WLOO-F	664/6.5	6.1	6.7	6.9	6.9
4. WBBM	615/6.0	6.1	7.2	6.1	5.8
5. WIND	487/4.7	4.8	3.8	3.2	4.6
6. WLS	485/4.7	5.0	5.0	5.3	5.7
7. WMAQ	426/4.2	4.8	5.1	5.1	4.9
WLUP-F	426/4.2	3.5	3.1	3.4	3.8
9. WLAK-F	380/3.7	4.0	3.3	4.4	4.6
10. WLS-F	357/3.5	4.4	4.3	3.5	1.2
11. WCLR-F	349/3.4	2.9	3.3	3.2	3.3
WMET-F	349/3.4	4.0	3.5	4.0	3.5
13. WKQX-F	342/3.3	3.8	3.7	3.0	3.2
14. WFYR-F	320/3.1	2.6	2.8	3.3	3.1
15. WJEZ-F	307/3.0	3.1	3.1	2.5	3.3
16. WBBM-F	280/2.7	2.2	2.4	2.6	2.5
17. WAIT	259/2.5	2.1	3.0	1.9	1.3
18. WJPC	252/2.5	2.7	3.1	2.6	2.3
19. WFMT-F	226/2.2	1.4	1.9	1.9	1.8
20. WBMX-F	215/2.1	2.7	2.6	3.1	2.9

12+ TSA 1/4	
1. WGN	1192
2. WMAQ	1024
3. WLS	914
4. WBBM	774
5. WGCI-F	707
6. WLOO-F	678
7. WIND	543
8. WLUP-F	466
9. WLAK-F	404
10. WLS-F	378
11. WCLR-F	360
12. WMET-F	356
13. WKQX-F	352
14. WFYR-F	334
15. WJEZ-F	327
16. WBBM-F	283
17. WAIT	278
18. WJPC	255
19. WFMT-F	230
20. WBMX-F	226

12+ TSA CUME/MSA CUME RAT	
1. WLS	19861/16.5
2. WGN	18074/21.7
3. WMAQ	17092/12.2
4. WBBM	15139/18.0
5. WLS-F	8549/12.6
6. WLUP-F	7935/11.7
7. WGCI-F	7883/12.3
8. WCLR-F	7246/10.9
9. WLOO-F	7219/11.1
10. WMET-F	6978/10.7
11. WIND	6705/ 9.5
12. WBBM-F	6267/ 9.5
13. WFYR-F	6206/ 9.3
14. WKQX-F	5910/ 9.1
15. WLAK-F	5909/ 8.5
16. WJEZ-F	5203/ 7.6
17. WBMX-F	4997/ 7.6
18. WCFL	4354/ 5.5
19. WJPC	4304/ 6.7
20. WVON	3465/ 5.5

12+ FM SHARE (METRO): 58.30% (5569 of 9553) (FAL 80: 57.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCI-F	1. WGCI-F	1. WGCI-F	1. WGN	1. WGN	1. WGN
2. WLUP-F	2. WLUP-F	2. WLS	2. WGCI-F	2. WLOO-F	2. WLS+
3. WLS	3. WMET-F	3. WGN	3. WLOO-F	3. WBBM	3. WMAQ
WLS-F	4. WLS	4. WCLR-F	4. WLS	4. WLAK-F	4. WBBM
5. WMET-F	5. WFYR-F	5. WLUP-F	5. WBBM	5. WIND	5. WIND
6. WJPC	6. WKQX-F	6. WFYR-F	6. WCLR-F	6. WMAQ	6. WGCI-F
	7. WLS-F	WKQX-F	7. WMAQ	7. WJEZ-F	7. WLOO-F
	8. WCLR-F	8. WLOO-F	8. WFYR-F	8. WAIT	8. WCLR-F
	9. WBBM-F	9. WMAQ	9. WJEZ-F	9. WFMT-F	9. WKQX-F
	10. WXRT-F	10. WMAQ	10. WLAK-F	10. WCLR-F	10. WLAK-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1176 (4)	1011 (3)	2187 (7)	22.9
ROCK/AOR/CONTEMP	485 (1)	1614 (6)	2099 (7)	22.0
BTFL MUSIC	259 (1)	1235 (3)	1494 (4)	15.6
BLACK/URBAN/JAZZ	420 (2)	1000 (3)	1420 (5)	14.9
NEWS/TALK	1102 (2)		1102 (2)	11.5
COUNTRY	542 (2)	307 (1)	849 (3)	8.9
CLASSICAL		266 (2)	266 (2)	2.8
SPANISH		136 (1)	136 (1)	1.4
			9553 (31)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WGN	1. WGN	1. WGCI-F
2. WGCI-F	2. WLS	2. WGN
3. WLOO-F	3. WBBM	3. WOJO-F
4. WBBM	4. WMAQ	4. WLS
5. WLS	5. WLS-F	5. WLOO-F
6. WMAQ	6. WGCI-F	WBBM
7. WIND	7. WLUP-F	7. WIND
8. WLUP-F	8. WCLR-F	8. WMAQ
9. WLAK-F	9. WLOO-F	9. WJEZ-F
10. WLS-F	10. WMET-F	
11. WCLR-F	11. WIND	
12. WMET-F	12. WFYR-F	
13. WKQX-F	13. WBBM-F	
14. WFYR-F	14. WKQX-F	
15. WJEZ-F	15. WLAK-F	

OTHER RATED STATIONS/METRO SHARE

WAUR-F	107.9	Aurora	.4
WCFL	1000		1.1
WEFM-F	99.5		1.9
WJJD	1160		1.1
WJOB	1230	Hammond	.3
WJOL	1340	Joliet	.5
WNIB-F	97.1		.4
WOJO-F	105.1	Evanston	1.3
WVON	1390		1.6
WXFM-F	105.9	Elmwood Park	.8

ADI FM SHARE: 56.54% (5726 of 10127) (FAL 80: 55.34%)

AM STATIONS

WAIT,	820,	5 KW (DAYS),	BTFL MUS (FM-100)	,	$ 66.67	(Katz)	Century
WBBM,	780,	50 KW	, NEWS	CBS,	$218.75*	(CBS Spot)	CBS
WCFL,	1000,	50 KW (DA-2),	AC	MBS,	$ 91.00*	(Masla)	Mutual
WGN ,	720,	50 KW	, MOR/TALK	,	$201.00*	(Christal)	Tribune
WIND,	560,	5 KW (DA-2),	TALK	ABC-E,	$125.00*	(RAR)	Westinghouse
WJPC,	950,	1 KW/500 W	, BLACK	NBN,	$100.00	(----)	
WLS ,	890,	50 KW	, ROCK	ABC-C,	$256.25	(Blair)	ABC
WMAQ,	670,	50 KW	, COUNTRY	NBC,	$200.00*	(Eastman)	NBC
WVON,	1390,	5 KW (DA-2),	BLACK	SBN,	$ 70.00*	(Selcom)	Gannett

FM STATIONS

WBBM-F,	96.3,	6 KW @ 1174,	CONTEMP/AC	,	$ 96.00	(CBS FM)	CBS
WBMX-F,	102.7,	6 KW @ 1170,	BLACK	,	$125.00	(Masla*)	
WCLR-F,	101.9,	3 KW @ 1500,	MOR/AC	,	$116.25	(Torbet)	Bonneville
WEFM-F,	99.5,	6 KW @ 1170,	BTFL (Schulke)	,	$ 90.00*	(Howard)	First Media
WFMT-F,	98.7,	16 KW @ 1167,	CLASSICAL	,	$105.00	(CMBS)	
WFYR-F,	103.5,	4 KW @ 1552,	AC	RKO,	$137.50*	(RKO)	RKO
WGCI-F,	107.5,	33 KW @ 600,	BLACK	MBS,	$100.00*	(Selcom)	Gannett
WJEZ-F,	104.3,	19 KW @ 820,	COUNTRY	ABC-I,	$ 90.84	(MMR)	Plough
WKQX-F,	101.1,	6 KW @ 1170,	AC	,	$103.12	(Eastman)	NBC
WLAK-F,	93.9,	5 KW @ 1530,	BTFL MUS (Schulke)	,	$153.75	(Mc-Guild)	Storer
WLOO-F,	100.3,	6 KW @ 1167,	BTFL MUS (FM 100)	,	$200.00	(Katz)	Century
WLS-F ,	94.7,	6 KW @ 1170,	ROCK	ABC-F,	$100.00	(Blair)	ABC
WLUP-F,	97.9,	6 KW @ 1170,	AOR	,	$166.25	(MMR)	Heftel
WMET-F,	95.5,	6 KW @ 1170,	AOR	Source,	$171.88	(Katz)	Metromedia
WOJO-F,	105.1,	6 KW @ 1174,	SPANISH	,	$ 52.00	(Lotus)	
WXRT-F,	93.1,	50 KW @ 500,	AOR	,	$ 60.00	(Masla)	

TV STATIONS

WBBM	Chicago	2	CBS, CBS
WCIU	Chicago	26	IND
WFLD	Chicago	32	IND, Field
WGN	Chicago	9	IND, WGN Cont
WLS	Chicago	7	ABC, ABC
WMAQ	Chicago	5	NBC, NBC
WSNS	Chicago	44	IND, Harriscope

NEWSPAPERS

Chicago Tribune	AD	789,767, WGN Cont
Chicago Sun Times	E	657,275, Field

CINCINNATI

Market # 28; ADI # 27
Revenue Rank # 22
Income Rank # 375
APR 14.9
SMSA Pop: 1,395,800
CSI: 11.1 Bil (# 30)

Revenue : $23,244,466
Income : $-1,371,493
% Rev Gain: 7.5
Stations: 23/19
Diaries: 1396/1000:1
CSI HH: 22.7 M (# 88)
Standard Error: .496

National Rev: $5,810,691
Nat Rev per Cap: $4.16
Tot Rev per Cap: $16.65
Tot Inc per Cap: $-.98
Profit Margin: ---
Retail $: 6.0 Bil (# 29)
Retail Sales %: .348

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WEBN-F	202/11.8	9.6	8.6	9.7	9.1
2. WWEZ-F	152/ 8.9	9.8	9.7	6.3	7.6
3. WKRQ-F	143/ 8.3	9.6	10.5	10.7	11.8
4. WLW	139/ 8.1	11.0	8.5	14.5	9.9
5. WKRC	134/ 7.8	9.2	10.4	8.0	9.6
6. WCKY	110/ 6.4	7.9	6.4	8.0	11.1
7. WRRM-F	108/ 6.3	7.1	3.4	3.1	5.0
8. WMLX	106/ 6.1	.7	1.7	1.7	1.6
9. WUBE-F	101/ 5.9	4.2	5.7	5.8	5.4
10. WYYS-F	94/ 5.5	2.5	4.1	1.6	1.8
11. WSAI	45/ 2.6	2.9	2.6	3.9	3.0
12. WCIN	44/ 2.6	5.8	4.6	4.3	3.2

12+ TSA 1/4	
1. WLW	258
2. WEBN-F	253
3. WHIO-F	251
4. WKRQ-F	200
5. WWEZ-F	185
6. WKRC	179
7. WUBE-F	176
8. WYYS-F	161
9. WTUE-F	150
10. WCKY	133
11. WDAO-F	127
12. WRRM-F	116

12+ TSA CUME/MSA CUME RAT	
1. WLW	5487/24.0
2. WKRQ-F	3526/19.4
3. WEBN-F	3276/20.8
4. WKRC	3052/19.4
5. WHIO-F	3014/ 1.7
6. WYYS-F	2630/13.5
7. WWEZ-F	2426/16.6
8. WUBE-F	2277/11.8
9. WTUE-F	1990/ 1.1
10. WCKY	1953/13.9
11. WSKS-F	1895/ 7.6
12. WRRM-F	1730/13.2

,12+ FM SHARE (METRO): 60.62% (956 of 1577) (O/N 80: 58.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WWEZ-F	1. WLW
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WUBE-F	2. WCKY	2. WKRC
	3. WRRM-F	WRRM-F	3. WLW	3. WLW	3. WEBN-F
	4. WYYS-F	4. WKRC	4. WRRM-F	4. WMLX	4. WCKY
	5. WKRC	5. WUBE-F	5. WWEZ-F	5. WUBE-F	5. WHIO-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		577 (6)	577 (6)	36.6
MOR/AC	383 (3)		383 (3)	24.3
BTFL MUSIC		189 (3)	189 (3)	12.0
COUNTRY	45 (1)	134 (2)	179 (3)	11.4
BIG BAND/NOST	105 (1)		105 (1)	6.7
BLACK/URBAN	44 (1)	48 (2)	92 (3)	5.8
RELIGION	30 (2)	8 (1)	38 (3)	2.4
UNKNOWN	14 (1)		14 (1)	0.9
			1577 (23)	

CINCINNATI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WEBN-F	1. WLW	1. WEBN-F
2. WLW	2. WKRQ-F	2. WLW
3. WKRQ-F	3. WEBN-F	3. WCKY
4. WWEZ-F	4. WKRC	4. WKRQ-F
5. WUBE-F	5. WYYS-F	5. WUBE-F
6. WKRC	6. WWEZ-F	6. WWEZ-F
7. WYYS-F	7. WUBE-F	7. WKRC
8. WCKY	8. WCKY	8. WCIN
9. WRRM-F	9. WRRM-F	9. WYYS-F
10. WMLX	10. WSKS-F	10. WMLX
11. WSAI	11. WSAI	
12. WSAI-F	12. WMLX	
13. WBLZ-F	13. WSAI-F	
14. WCIN	14. WCIN	
15. WHIO-F	15. WBLZ-F	

OTHER RATED STATIONS/METRO SHARE			
WBLZ-F	103.5	Hamilton	2.4
WHKK-F	100.9	Erlanger	.5
WLYK-F	107.1	Milford	1.3
WNOP	740	Newport	.8
WSAI-F	94.1		1.9
WTSJ	1050		.8
WCNW	1560	Fairfield	.9
WSKS-F	96.5	Hamilton	1.3
WDAO-F	107.7	Dayton	.4
WHIO-F	99.1	Dayton	.9
WTUE-F	104.7	Dayton	.4

ADI FM SHARE: 60.37% (1295 of 2145) (O/N 80: 59.96%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK NBN, $31.50* (HNW) BENI
WCKY, 1530, 50 KW (DA-N) , MOR ABC-I,CBS, $63.75* (Eastman) Federated
WKRC, 550, 5 KW/1 KW (DA-2) , AC ABC-E, $60.25* (Katz) Taft
WLW , 700, 50 KW , MOR NBC, $86.25 (CBS Spot) Mariner

WMLX, 1230, 1 KW/250 W , BIG BAND/NOST (Al Ham) , $35.00* (Mc-Guild) Plough
WSAI, 1360, 5 KW (DA-N) , COUNTRY , $28.00* (?) Affiliated

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, BLACK (?) , $21.00* (HNW) BENI (HAMILTON)
WEBN-F, 102.7, 31 KW @ 610, AOR , $69.00* (Torbet) Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK , $105.00* (Katz) Taft
WRRM-F, 98.5, 15 KW @ 810, SOFT ROCK , $65.00 (Blair) Susquehanna
WSAI-F, 94.1, 32 KW @ 550, COUNTRY ABC-C, $23.60* (?) Affiliated

WUBE-F, 105.1, 11 KW @ 920, COUNTRY , $45.00* (Mc-Guild) Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke) , $63.75* (Eastman) Federated
WSKS-F, 96.5, 50 KW @ 810, ROCK ABC-F,RKO, $37.00 (CBS FM) Mariner (HAMILTON)
WYYS-F, 94.9, 27 KW @ 640, CONTEMP , $22.00 (MMR) Heftel

OTHER STATIONS - SEE DAYTON

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	179,827, Scripps-Howard
Cincinnati Enquirer	M	181,555, Gannett

CLEVELAND

Market # 20; ADI # 9
Revenue Rank # 17
Income Rank # 16
APR 15.7
SMSA Pop: 1,912,300
CSI: 17.1 Bil (# 18)

Revenue : $30,466,570
Income : $ 2,149,930
% Rev Gain: -0.8
Stations: 26/23
Diaries: 1554/1231:1
CSI HH: 25.0 M (# 28)
Standard Error: .494

National Rev: $8,599,785
Nat Rev per Cap: $4.50
Tot Rev per Cap: $15.93
Tot Inc per Cap: $1.12
Profit Margin : 7.1%
Retail $: 8.2 Bil (# 19)
Retail Sales %: .310

12+ METRO 1/4/SHARE		SUM 81	SPG 81	WIN 81	O/N 80
1. WMMS-F	220/9.0	8.3	10.5	10.5	8.5
2. WDOK-F	198/8.1	10.4	8.1	10.1	9.1
3. WHK	165/6.7	6.2	7.6	5.3	8.5
4. WQAL-F	161/6.6	7.3	8.0	9.1	9.4
5. WZZP-F	150/6.1	5.6	6.2	6.9	5.2
6. WERE	142/5.8	5.4	6.1	5.8	6.7
7. WGCL-F	137/5.6	6.2	6.3	7.3	6.6
8. WDMT-F	121/4.9	5.3	2.8	5.8	5.3
9. WGAR	114/4.7	5.1	5.1	4.5	4.8
10. WJW	107/4.4	5.1	3.6	3.4	5.1
11. WWWM-F	98/4.0	3.4	3.1	3.0	3.0
12. WLYT-F	95/3.9	4.2	3.6	3.2	2.4
13. WKSW-F	90/3.7	3.7	3.4	3.8	3.8
14. WBBG	82/3.4	1.0	.4	.7	1.8
15. WWWE	79/3.2	4.2	5.7	3.8	3.2
16. WCLV-F	73/3.0	2.1	2.2	2.0	2.0

12+ TSA 1/4	
1. WMMS-F	430
2. WGCL-F	285
3. WDOK-F	238
4. WZZP-F	236
5. WGAR	218
6. WQAL-F	214
7. WHK	202
8. WWWM-F	193
9. WDMT-F	171
10. WERE	153
11. WKSW-F	150
12. WWWE	136
13. WJW	118
14. WLYT-F	103
WZAK-F	103
16. WDBN-F	101

12+ TSA CUME/MSA CUME RAT	
1. WMMS-F	5820/16.7
2. WGCL-F	4872/16.8
3. WGAR	4436/13.4
4. WZZP-F	3835/15.3
5. WHK	3593/17.2
6. WDOK-F	3345/16.0
7. WWWM-F	3231/10.7
8. WQAL-F	3106/14.8
9. WWWE	3009/ 9.9
10. WERE	2599/14.8
11. WDMT-F	2212/ 9.9
12. WKSW-F	2193/ 8.0
13. WLYT-F	1910/10.9
14. WJW	1792/ 8.8
15. WSLR	1563/ 1.7
16. WDBN-F	1517/ 2.5

12+ FM SHARE (METRO): 62.98% (1446 of 2296) (O/N 80: 62.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLYT-F	1. WMMS-F	1. WMMS-F	1. WZZP-F	1. WDOK-F	1. WMMS-F
2. WGCL-F	2. WZZP-F	2. WZZP-F	2. WHK	2. WQAL-F	2. WGAR
3. WMMS-F	3. WWWM-F	3. WHK	3. WDOK-F	3. WHK	3. WHK
4. WDMT-F	4. WDMT-F	WDMT-F	4. WGAR	4. WERE	4. WGCL-F
	5. WGCL-F	5. WWWM-F	5. WQAL-F	5. WJW	5. WDOK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	9 (1)	715 (6)	724 (7)	31.5
BTFL MUSIC		394 (4)	394 (4)	17.2
COUNTRY	256 (3)	90 (1)	346 (4)	15.1
BLACK/DISCO	95 (2)	174 (2)	269 (4)	11.7
MOR/AC	266 (4)		266 (4)	11.6
NEWS/TALK	142 (1)		142 (1)	6.2
BIG BAND	82 (1)		82 (1)	3.6
CLASSICAL		73 (1)	73 (1)	3.2
			2296 (26)	

CLEVELAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMMS-F	1. WMMS-F	1. WDMT-F
2. WGCL-F	2. WGCL-F	2. WDOK-F
3. WDOK-F	3. WGAR	3. WHK
4. WZZP-F	4. WZZP-F	4. WMMS-F
5. WQAL-F	5. WHK	5. WQAL-F
6. WGAR	6. WDOK-F	6. WERE
7. WHK	7. WQAL-F	7. WGCL-F
8. WWWM-F	8. WWWM-F	8. WZAK-F
9. WDMT-F	9. WWWE	9. WJMO
10. WERE	10. WERE	10. WLYT-F
11. WKSW-F	11. WKSW-F	
12. WWWE	12. WDMT-F	
13. WJW	13. WLYT-F	
14. WLYT-F	14. WAKR	
15. WDBN-F WZAK-F	15. WJW	

OTHER RATED STATIONS/METRO SHARE

WABQ	1540		1.2
WDBN-F	94.9	Medina	1.1
WELW	1330	Willoughby	.4
WJMO	1490		2.7
WPVL	1460	Painesville	1.4
WZAK-F	93.1		2.2
WAEZ-F	97.5	Akron	.4
WKDD-F	96.5	Akron	.6
WSLR	1350	Akron	.5
CKLW	800	Windsor,ONT	.4

ADI FM SHARE: 62.39% (2760 of 4424) (O/N 80: 62.07%)

AM STATIONS

WBBG, 1260, 5 KW (DA-2) , BIG BAND/NOST (Al Ham) , $ 57.50 (Torbet)
WERE, 1300, 5 KW (DA-1) , NEWS/TALK ABC-I,MBS, $ 70.44 (MMR)
WGAR, 1220, 50 KW (DA-1) , AC ABC-E, $ 86.00 (Blair) Nationwide
WHK , 1420, 5 KW (DA-N) , COUNTRY NBC, $118.75* (Katz)

WJMO, 1490, 1 KW/250 W , BLACK NBN, $ 50.50* (UBC) United
WJW , 850, 10 KW/5 KW (DA-N), MOR , $ 46.25 (Christal)
WWWE, 1100, 50 KW , COUNTRY CBS, $ 88.25* (Eastman) Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640, CLASSICAL , $ 38.75 (CMBS)
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS (FM-100) , $ 25.00 (Masla)
WDMT-F, 107.9, 70 KW @ 390, URBAN (Burk-Abr) RKO, $ 52.50 (Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370, BTFL MUS (Churchill) , $ 75.25* (Eastman) Gannett
WGCL-F, 98.5, 40 KW @ 600, ROCK ABC-F, $ 70.44 (MMR)
WKSW-F, 99.5, 50 KW @ 500, COUNTRY RKO II, $ 41.25 (Blair) Nationwide

WLYT-F, 92.3, 27 KW @ 234, ROCK/AOR , $ 32.50* (UBC) United
WMMS-F, 100.7, 32 KW @ 600, AOR (Burk-Abr) , $123.00* (Katz) Malrite
WQAL-F, 104.1, 8 KW @ 1060, BTFL MUS (Bonne) , $111.25 (Mc-Guild) Gulf
WWWM-F, 105.7, 27-KW @ 900, AOR/ROCK ABC-C, $ 68.75 (Torbet)
WZAK-F, 93.1, 28 KW @ 620, URBAN , $ 35.00 (Selcom)
WZZP-F, 106.5, 8 KW @ 1060, AC/SOFT , $ 92.00 (Christal) Booth

WSLR, WAKR - See Akron

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Starr
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	359,039, Newhouse
Cleveland Press	E	305,205, Scripps-Howard

COLORADO SPRINGS

Market # 121
Revenue Rank # 115
Income Rank # 376
APR 16.1
SMSA Pop: 316,000
CSI: 2.3 Bil (# 121)

Revenue : $4,757,047
Income : $-1,478,547
% Rev Gain: +36.6
Stations: 17/13
Diaries: 717/441:1
CSI HH: 21.5 M (# 140)
Standard Error: .775

National Rev: $742,519
Nat Rev per Cap: $2.35
Tot Rev per Cap: $15.05
Tot Inc per Cap: $-4.68
Profit Margin: ---
Retail $: 1.3 Bil (# 129)
Retail Sales %: .351

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KILO-F	59/14.0	11.2	11.0	9.6	12.5
2. KSPZ-F	52/12.4	13.6	16.4	11.1	8.8
3. KKFM-F	39/ 9.3	3.4	2.8	1.8	4.5
4. KSSS	38/ 9.0	9.4	7.6	8.0	9.8
5. KRDO-F	35/ 8.3	8.9	9.9	11.1	10.6
6. KVOR	30/ 7.1	7.6	7.3	7.5	9.3
7. KKCS-F	26/ 6.2	4.0	3.4	4.7	.8
8. KOA	20/ 4.8	4.9	6.2	4.9	4.0
9. KYSN	18/ 4.3	7.8	9.0	8.8	7.7
10. KYNR-F	16/ 3.8	5.4	4.5	4.7	6.4

12+ TSA 1/4	
1. KILO-F	74
2. KSPZ-F	63
3. KKFM-F	53
4. KOA	49
5. KRDO-F	42
6. KSSS	39
7. KVOR	32
8. KKCS-F	26
9. KYNR-F	23
10. KLZ	21

12+ TSA CUME/MSA CUME RAT	
1. KSPZ-F	970/29.1
2. KILO-F	827/22.3
3. KKFM-F	754/20.6
4. KOA	623/11.8
5. KVOR	531/19.0
6. KRDO-F	493/15.4
7. KYSN	419/16.1
8. KSSS	399/14.9
9. KRDO	385/14.1
10. KIIQ-F	384/ 9.8

12+ FM SHARE (METRO): 64.38% (244 of 379) (O/N 80: 54.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KKFM-F	1. KILO-F	1. KILO-F	1. KILO-F	1. KRDO-F	1. KSPZ-F
2. KILO-F	2. KSPZ-F	2. KSPZ-F	2. KSPZ-F	2. KVOR	2. KVOR
3. KSPZ-F	3. KKFM-F	3. KSSS	3. KRDO-F	3. KSSS	3. KOA

OTHER RATED STATIONS/METRO SHARE

KIIQ-F	102.7	3.1
KKCS	1530	.5
KRDO	1240	2.9
KRTS	1490	1.7

KLZ	560	Denver	1.9
KVOD-F	99.5	Denver	.5
KZLO-F	100.7	Pueblo	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	165 (5)	183 (6)	48.3
COUNTRY	48 (3)	26 (1)	74 (4)	19.5
BTFL MUSIC		51 (2)	51 (2)	13.5
MOR/AC	42 (2)		42 (2)	11.1
NEWS/TALK	20 (1)		20 (1)	5.3
BIG BAND	7 (1)		7 (1)	1.8
CLASSICAL		2 (1)	2 (1)	0.5
			379 (17)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W , AC MBS,RKO, $14.50 (Torbet)
KSSS, 740, 1 KW/250 W (DA-2), COUNTRY NBC, $20.75* (PRO) Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW , MOR CBS, $17.50* (Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N), ROCK , $14.00 (Mc-Guild)

KIIQ-F, 102.7, 40 KW @ 2080, ROCK ABC-I, $21.00 (Eastman) Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2110, AOR , $27.00 (Christal)
KKCS-F, 101.9, 50 KW @ -310, COUNTRY (?) ABC-E, $11.00 (---)
KKFM-F, 96.5, 23 KW @ 2300, ROCK ABC-F, $12.93 (Bunchez)
KRDO-F, 95.1, 96 KW @ 2040, BTFL MUS (Schulke) , $19.00 (Torbet)
KSPZ-F, 92.9, 25 KW @ 2130, CONTEMP , $20.00 (Selcom) Sunbelt
KYNR-F, 99.9, 68 KW @ 2000, BTFL MUS (FM-100) , $13.25 (PRO) Peoria Jrnl Star (PEORIA)

KOA - See Denver

TV STATIONS
KKTV Col Spr 11 CBS, Capitol KRDO Col Spr 13 ABC
KOAA Pueblo 5 NBC, Charleston (SC) Evening Post

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

COLUMBIA, SC

Market # 98
Revenue Rank # 80
Income Rank # 59
APR 14.7
SMSA Pop: 410,000
CSI: 2.9 Bil (# 101)

Revenue : $6,527,996
Income : $ 464,076
% Rev Gain: +15.5
Stations: 14/13
Diaries: 756/542:1
CSI HH: 22.0 M (# 118)
Standard Error: .701

National Rev: $1,410,725
Nat Rev per Cap: $3.44
Tot Rev per Cap: $15.92
Tot Inc per Cap: $1.13
Profit Margin: 7.1%
Retail $: 1.6 Bil (# 108)
Retail Sales %: .343

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WNOK-F	102/20.0	20.9	19.7	17.5	13.6
2. WCOS-F	80/15.7	19.2	16.1	12.3	11.4
3. WIS	61/12.0	12.4	15.2	10.4	15.9
4. WOIC	60/11.8	7.2	10.7	14.6	11.9
5. WZLD-F	40/ 7.9	8.9	6.6	7.5	5.6
6. WXRY-F	39/ 7.7	5.9	7.8	6.7	9.2
WWDM-F	39/ 7.7	7.4	6.6	7.7	5.4
8. WSCQ-F	24/ 4.7	4.4	5.9	6.1	6.9
9. WQXL	9/ 1.8	1.1	.9	1.7	.9
10. WNOK	6/ 1.2	.6	.5	1.0	2.5

12+ TSA 1/4	
1. WCOS-F	137
2. WNOK-F	131
3. WWDM-F	129
4. WIS	76
5. WOIC	60
6. WXRY-F	50
7. WZLD-F	42
8. WDWQ-F	37
9. WSCQ-F	27
10. WPJS-F	13

12+ TSA CUME/MSA CUME RAT	
1. WCOS-F	1532/25.6
2. WNOK-F	1515/33.2
3. WIS	1243/27.7
4. WWDM-F	1167/15.9
5. WZLD-F	839/20.4
6. WOIC	750/19.1
7. WXRY-F	567/11.3
8. WSCQ-F	413/ 9.6
9. WDWQ-F	371/ 1.6
10. WPJS-F	308/ 3.0

12+ FM SHARE (METRO): 69.60% (332 of 477) (O/N 80: 67.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WNOK-F+
2. WOIC	2. WWDM-F	2. WCOS-F	2. WIS	2. WIS	2. WCOS-F+
3. WZLD-F	3. WZLD-F	3. WOIC	3. WNOK-F	3. WXRY-F	3. WIS
4. WWDM-F	4. WOIC	4. WIS	4. WOIC	4. WOIC	4. WWDM-F

OTHER RATED STATIONS/METRO SHARE

WCOS	1400		.6
WLFF	620	Cayce	1.2
WDWQ-F	107.5	St. George	.4
WPJS-F	106.7	Orangeburg	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	6 (1)	144 (3)	150 (4)	31.4
BLACK	60 (1)	39 (1)	99 (2)	20.8
MOR/AC	61 (1)	24 (1)	85 (2)	17.8
COUNTRY	3 (1)	80 (1)	83 (2)	17.4
BTFL MUSIC		39 (1)	39 (1)	8.2
RELIGION/GOSPEL	9 (1)	6 (1)	15 (2)	3.1
BIG BAND/NOST	6 (1)		6 (1)	1.3
			477 (14)	

RADIO STATIONS

WIS , 560, 5 KW (DA-N) , MOR	NBC, $55.00*	(Christal)	Cosmos
WNOK, 1230, 1 KW/250 W , ROCK	ABC-C, $? ?	(Blair)	
WOIC, 1320, 5 KW/1 KW (DA-N), BLACK	NBN, $23.00	(Eastman)	
WCOS-F, 97.9, 20 KW @ 450, COUNTRY	ABC-I, $53.70*	(Mc-Guild)	Buck
WNOK-F, 104.7, 100 KW @ 450, ROCK (Century 21)	ABC-C, $47.25*	(Blair)	
WSCQ-F, 100.1, 2.4 KW @ 330, MOR	CBS, $25.75	(Southern)	
WXRY-F, 93.5, 3 KW @ 360, BTFL MUS (Bonne)	, $18.67	(MMR)	Limetree
WZLD-F, 96.7, 3 KW @ 300, CONTEMP	RKO, $20.00	(Selcom)	Siggetti
WDWQ-F, 107.5, 100 KW @ 585, ROCK	, $14.00	(Selcom)	(ST. GEORGE)
WPJS-F, 106.7, 100 KW @ 600, RELIGION	, $ 6.65	(Southern)	(ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 629, BLACK	SBN, $24.50	(Howard)	(SUMTER)

TV STATIONS			
WIS	Columbia	10	NBC, Cosmos
WOLO	Columbia	25	ABC, Bahakel
WLTX	Columbia	19	CBS

NEWSPAPERS		
Columbia State	M	106,157
Columbia Record	E	32,905

COLUMBUS, OH

Market # 37; ADI # 32
Revenue Rank # 28
Income Rank # 7
APR 14.0
SMSA Pop: 1,118,700
CSI: 8.7 Bil (# 39)

Revenue : $18,430,845
Income : $ 5,609,966
% Rev Gain: 8.2
Stations: 20/19
Diaries: 1300/861:1
CSI HH: 21.8 M (# 130)
Standard Error: .509

National Rev: $4,525,088
Nat Rev per Cap: $4.05
Tot Rev per Cap: $16.48
Tot Inc per Cap: $5.01
Profit Margin: 30.4%
Retail $: 5.0 Bil (# 36)
Retail Sales %: .332

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WTVN	163/13.0	7.3	12.3	10.0	14.1
2. WLVQ-F	158/12.6	15.9	14.0	12.5	12.7
3. WXGT-F	137/10.9	10.8	9.1	8.2	7.3
4. WNCI-F	108/ 8.6	10.0	11.1	11.6	10.1
5. WCOL	90/ 7.2	7.9	5.2	6.8	4.7
6. WBNS-F	84/ 6.7	7.8	9.1	10.7	12.2
7. WBNS	79/ 6.3	6.3	5.5	6.4	8.0
8. WMNI	78/ 6.2	6.7	6.1	7.0	6.1
9. WVKO-F	59/ 4.7	3.4	2.2	2.9	2.7
10. WHOK-F	46/ 3.7	4.6	3.7	2.9	3.7
11. WVKO	39/ 3.1	2.2	3.7	3.2	2.5
12. WRMZ-F	33/ 2.6	3.4	2.9	2.6	1.8

12+ TSA 1/4	
1. WTVN	245
2. WLVQ-F	227
3. WNCI-F	192
4. WXGT-F	155
5. WBNS-F	121
6. WCOL	113
7. WMNI	86
8. WBNS	84
9. WHOK-F	73
10. WVKO-F	59
11. WRMZ-F	41
12. WLW	39

12+ TSA CUME/MSA CUME RAT	
1. WTVN	4135/32.0
2. WNCI-F	3737/24.8
3. WXGT-F	2943/26.9
4. WLVQ-F	2903/21.0
5. WBNS	1993/20.8
6. WBNS-F	1777/16.7
7. WCOL	1562/15.4
8. WMNI	1501/14.2
9. WLW	1328/ 6.0
10. WHOK-F	978/ 6.3
11. WVKO-F	803/ 8.8
12. WRMZ-F	668/ 5.7

12+ FM SHARE (METRO): 56.49% (644 of 1140) (O/N 80: 60.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXGT-F	1. WLVQ-F	1. WLVQ-F	1. WTVN	1. WTVN	1. WTVN
2. WLVQ-F	2. WNCI-F	2. WTVN	2. WNCI-F	2. WCOL	2. WNCI-F
3. WVKO-F	3. WXGT-F	3. WNCI-F	3. WBNS	3. WBNS-F	3. WLVQ-F
4. WNCI-F	4. WTVN	4. WXGT-F	4. WLVQ-F	4. WMNI	4. WBNS
5. WVKO	5. WBNS	5. WBNS	WBNS-F	5. WBNS	5. WSGT-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		403 (3)	403 (3)	35.4
MOR/AC	289 (7)	4 (1)	293 (8)	25.7
COUNTRY	78 (1)	51 (2)	129 (3)	11.3
BTFL MUSIC		117 (2)	117 (2)	10.3
BLACK/JAZZ	39 (1)	69 (2)	108 (3)	9.5
BIG BAND/NOST	90 (1)		90 (1)	7.9
			1140 (20)	

COLUMBUS ADI

	12+ ADI 1/4		12+ ADI CUME		MSA EXCL CUME
1.	WTVN	1.	WTVN	1.	WXGT-F
2.	WLVQ-F	2.	WNCI-F	2.	WLVQ-F
3.	WNCI-F	3.	WXGT-F	3.	WTVN
4.	WXGT-F	4.	WLVQ-F	4.	WBNS
5.	WCOL	5.	WBNS	5.	WNCI-F
6.	WBNS-F	6.	WBNS-F	6.	WMNI
7.	WMNI	7.	WCOL	7.	WCOL
8.	WBNS	8.	WMNI	8.	WVKO-F
9.	WHOK-F	9.	WLW	9.	WBNS-F
10.	WVKO-F	10.	WHOK-F	10.	WHOK-F
11.	WCLT	11.	WVKO-F		
12.	WRMZ-F	12.	WRMZ-F		
13.	WVKO	13.	WVKO		
14.	WMRN-F	14.	WCLT-F		
15.	WLW	15.	WMRN-F		

OTHER RATED STATIONS/METRO SHARE

WBBY-F	103.9	Westerville	.8
WLOH	1320	Lancaster	1.4
WNRE-F+	107.1	Circleville	.5
WRFD	880		.8
WWWJ-F	103.1	Johnstown	.4
WJR	760	Detroit	.4
WLW	700	Cincinnati	.4

ADI FM SHARE: 56.48% (963 of 1705) (O/N 80: 60.31%)

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N),	MOR	ABC-I,	$ 92.16*	(Blair)	Colum Dispatch
WCOL,	1230,	1 KW/250 W	, BIG BAND/NOST (Al Ham)	CBS,	$ 78.00	(Eastman)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2)	,COUNTRY	MBS,	$ 67.50	(Mc-Guild)	
WTVN,	610,	5 KW (DA-N)	, MOR/AC	ABC-E,	$110.00*	(Katz)	Taft
WVKO,	1580,	1 KW (DAYS,DA)	, BLACK	SBN,NBN,	$ 26.33	(Howard)	Marv Josephson
WCLT,	1430,	500 W (DAYS)	, AC	MBS,	$ 11.45	(PRO)	(NEWARK)

WLW - See Cincinnati

FM STATIONS

WBNS-F,	97.1,	26 KW @ 660,	BTFL MUS (Schulke)	,	$ 92.16*	(Blair)	Colum Dispatch
WHOK-F,	95.5,	50 KW @ 225,	COUNTRY	,	$ 14.00*	(P/W)	Armington (LANCASTER)
WLVQ-F,	96.3,	40 KW @ 570,	AOR (Burk-Abr)	Source,	$ 75.00*	(Katz)	Taft
WNCI-F,	97.9,	175 KW @ 565,	CONTEMP/AC	ABC-C,	$ 89.38	(Christal)	Nationwide
WRMZ-F,	99.7,	50 KW @ 542,	BTFL MUS (Century 21)	MBS,	$ 52.50	(Mc-Guild)	
WVKO-F,	94.7,	52 KW @ 220,	BLACK/JAZZ	SBN,NBN,	$ 20.00*	(Howard)	Marv Josephson
WXGT-F,	92.3,	50 KW @ 311,	ROCK	,	$ 78.00	(Eastman)	Great Trails
WMRN-F,	106.9,	25 KW @ 340,	COUNTRY	MBS,	$ 13.00	(----)	(MARION)
WCLT-F,	100.3,	50 KW @ 332,	CONTEMP	,	$ 10.00	(PRO)	(NEWARK)

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWSPAPERS

Columbus Dispatch	E	202,949
Columbus Citizen Journal	M	112,195

CORPUS CHRISTI

Market # 117	Revenue : $5,099,790	National Rev: $1,718,306
Revenue Rank # 103	Income : $ 418,901	Nat Rev per Cap: $5.34
Income Rank # 68	% Rev Gain: +31.0	Tot Rev per Cap: $15.84
APR 15.2	Stations: 16/16	Tot Inc per Cap: $1.30
SMSA Pop: 322,000	Diaries: 655/492:1	Profit Margin: 8.2%
CSI: 2.3 Bil (# 123)	CSI HH: 21.8 M (# 128)	Retail $: 1.6 Bil (# 107)
	Standard Error: .774	Retail Sales %: .235

12+ METRO 1/4/SHARE		A/M 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KZFM-F	70/17.7	12.8	11.4	1. KZFM-F	72	1. KEYS	864/27.0
2. KCCT	44/11.1	5.5	7.2	2. KEYS	53	2. KZFM-F	758/28.7
3. KEYS	40/10.1	8.3	16.8	3. KCCT	46	3. KRYS	686/20.3
4. KOUL-F	36/ 9.1	13.5	8.8	4. KOUL-F	43	4. KTSA	633/ 7.3
= KUNO	36/ 9.1	10.9	12.5	5. KIOU-F	41	5. KOUL-F	595/18.1
6. KNCN-F	35/ 8.9	6.5	7.4	6. KNCN-F	40	6. KNCN-F	520/15.0
7. KIOU-F	29/ 7.3	11.7	8.2	7. KUNO	39	7. KCCT	498/15.4
8. KRYS	22/ 5.6	5.5	7.7	8. KTSA	31	8. KUNO	423/14.6
9. KEXX-F	14/ 3.5	2.3	2.9	9. KRYS	30	9. KIOU-F	385/11.3
10. KROB-F+	13/ 3.3	2.6	2.4	10. KEXX-F	19	10. KIKN	289/ 8.1

12+ FM SHARE (METRO): 54.93% (206 of 375) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KZFM-F	1. KUNO	1. KEYS
	2. KNCN-F	2. KOUL-F	2. KOUL-F	2. KCCT	2. KZFM-F
	3. KEYS	KNCN-F	KUNO	3. KIOU-F	3. KUNO

OTHER RATED STATIONS/METRO SHARE

KFLZ-F	107.1	Bishop	2.3
KIKN	1590	Sinton	2.5
KITE-F	105.5	Portland	1.5
KSIX	1230		1.3
KTSA	550	San Antonio	1.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (3)	119 (3)	187 (6)	49.9
SPANISH	80 (2)	9 (1)	89 (3)	23.7
COUNTRY	16 (2)	43 (2)	59 (4)	15.7
BTFL MUSIC		35 (2)	35 (2)	9.3
MOR/AC	5 (1)		5 (1)	1.3
			375 (16)	

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH , $15.00 (Selcom)
KWYS, 1440, 1 KW (DA-N) , ROCK RKO, $25.00* (Torbet)
KIKN, 1590, 1 KW/500 W (DA-2), COUNTRY ABC-E, $13.00 (Milam)
KRYS, 1360, 1 KW , CONTEMP ABC-I, $16.75 (Masla) Sigmor
KUNO, 1400, 1 KW , SPANISH , $25.25 (Katz) Tichenor

KEXX-F, 93.9, 100 KW @ 840, SOFT ROCK (TM) NBC, $10.00 (----)
KIOU-F, 96.5, 100 KW @ 875, BTFL MUS (Bonne) , $18.75 (Selcom)
KNCN-F, 101.3, 100 KW @ 402, AOR , $15.50 (----)
KOUL-F, 103.3, 100 KW @ 310, COUNTRY (TM) , $28.88 (Mc-Guild)
KROB-F+, 99.9, 100 KW @ 200, COUNTRY , $ 7.50 (----) (ROBSTOWN)
KZFM-F, 95.5, 41 KW @ 390, ROCK ABC-C, $25.00* (Torbet)
KITE-F, 105.5, 3 KW @ 360, BTFL MUS (Schulke) , $ 8.00 (----)

TV STATIONS

KIII	Corpus Christi	3	ABC	KRIS	Corpus Christi	6	NBC
KZTV	Corpus Chirsti	10	CBS	KORO	Corpus Christi	28	IND

NEWSPAPERS			
	Corpus Christi Caller	M	61,197, Harte-Hanks
	Corpus Christi Times	E	24,277, Harte-Hanks

DALLAS-FT. WORTH

Market # 10; ADI # 10
Revenue Rank # 7
Income Rank # 8
APR 16.0
SMSA Pop: 2,965,100
CSI: 26.8 Bil (# 9)

Revenue : $52,701,630
Income : $ 4,860,500
% Rev Gain: +23.0%
Stations: 29/40
Diaries: 2303/1287:1
CSI HH: 25.2 M (# 25)
Standard Error: .420

National Rev: $16,503,501
Nat Rev per Cap: $5.57
Tot Rev per Cap: $17.77
Tot Inc per Cap: $1.64
Profit Margin: 9.2%
Retail $: 16.0 Bil (# 8)
Retail Sales %: .276

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KSCS-F	335/8.3	8.9	8.7	7.9	8.2
2. KVIL-F	329/8.2	7.9	8.0	9.8	9.9
3. WBAP	272/6.8	6.5	6.4	9.2	7.6
4. KZEW-F	261/6.5	5.0	4.7	4.9	3.8
5. KKDA-F	260/6.5	6.9	5.5	5.1	5.8
6. KRLD	259/6.4	5.6	7.7	6.7	7.3
7. KEGL-F	203/5.0	4.9	3.5	3.8	3.8
8. KMEZ-F	202/5.0	5.9	7.0	5.5	4.8
9. KTXQ-F	187/4.6	4.6	4.0	4.5	5.1
10. KMGC-F	176/4.4	2.8	3.2	3.8	3.3
11. KNOK-F	174/4.3	4.7	4.4	3.9	4.2
12. WFAA	164/4.1	2.7	3.7	4.3	4.4
13. KOAX-F	160/4.0	4.7	3.8	6.4	5.1
14. KPLX-F	136/3.4	5.1	5.8	2.7	1.6
15. KBOX	98/2.4	2.7	3.0	3.3	4.0
16. KFJZ	91/2.3	2.2	1.8	---	1.0
17. KLVU-F	72/1.8	3.4	2.2	2.5	3.3
18. KIXK-F	63/1.6	.9	.6	.3	---
19. WRR-F	59/1.5	1.2	1.0	1.6	1.4
20. KESS-F	54/1.3	1.0	1.1	---	.8

12+ TSA 1/4	
1. WBAP	689
2. KSCS-F	388
3. KVIL-F	362
4. KRLD	349
5. KKDA-F	323
6. KZEW-F	296
7. KEGL-F	242
8. WFAA	231
9. KMEZ-F	223
10. KTXQ-F	214
11. KMGC-F	180
12. KOAX-F	176
13. KNOK-F	175
14. KPLX-F	156
15. KBOX	101
16. KFJZ	93
17. KLVU-F	83
18. KLIF	67
19. KIXK-F	65
20. WRR-F	59

12+ TSA CUME/MSA CUME RAT	
1. WBAP	9301/16.6
2. KRLD	6398/18.3
3. KSCS-F	5820/19.6
4. KVIL-F	5093/18.1
5. KKDA-F	4043/13.9
6. KTXQ-F	3927/13.7
7. WFAA	3778/10.9
8. KZEW-F	3775/13.1
9. KEGL-F	3710/13.0
10. KMEZ-F	2939/10.6
11. KPLX-F	2761/ 9.1
12. KMGC-F	2631/ 9.7
13. KOAX-F	2589/ 9.3
14. KNOK-F	2045/ 8.0
15. KLIF	1913/ 6.4
16. KLVU-F	1666/ 5.8
17. KFJZ	1478/ 5.7
18. KAFM-F	1416/ 5.0
19. KBOX	1369/ 5.1
20. WRR-F	1099/ 4.4

12+ FM SHARE (METRO): 70.90% (2712 of 3825) (O/N 80: 69.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEGL-F	1. KZEW-F	1. KVIL-F	1. KVIL-F	1. KSCS-F	1. WBAP
2. KKDA-F	2. KVIL-F	2. KSCS-F	2. KSCS-F	2. WBAP	2. KVIL-F+
3. KNOK-F	3. KMGC-F	3. KZEW-F	3. WBAP	3. KRLD	3. KRLD
KTXQ-F	4. KSCS-F	4. KKDA-F	4. KRLD	4. KMEZ-F	4. KSCS-F
5. KVIL-F	5. KKDA-F	5. KMGC-F	5. KMEZ-F	5. KOAX-F	5. WFAA
6. KZEW-F	6. KTXQ-F	6. KTXQ-F	6. KKDA-F	6. KVIL-F	6. KKDA-F
7. KSCS-F	7. KNOK-F	7. WBAP	7. KMGC-F	7. KFJZ	7. KZEW-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	441 (4)	534 (3)	975 (7)	25.5
ROCK/AOR/CONTEMP		899 (5)	899 (5)	23.5
BLACK/URBAN/JAZZ	46 (2)	434 (2)	480 (4)	12.5
NEWS/TALK	423 (2)		423 (2)	11.1
MOR/AC	38 (2)	370 (2)	408 (4)	10.7
BTFL MUSIC		362 (2)	362 (2)	9.5
BIG BAND/NOST	91 (1)		91 (1)	2.4
RELIGION	74 (2)		74 (2)	1.9
CLASSICAL		59 (1)	59 (1)	1.5
SPANISH		54 (1)	54 (1)	1.4
			3825 (29)	

DALLAS-FT. WORTH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WBAP	1. WBAP	1. KKDA-F
2. KSCS-F	2. KSCS-F	2. KSCS-F
3. KVIL-F	3. KRLD	3. KRLD
4. KRLD	4. KVIL-F	4. WBAP
5. KZEW-F	5. KTXQ-F	5. KVIL-F
6. KKDA-F	6. KKDA-F	6. KNOK-F
7. KEGL-F	7. KEGL-F	7. KZEW-F
8. KMEZ-F	8. KZEW-F	8. WFAA
9. KTXQ-F	9. WFAA	9. KEGL-F
10. WFAA	10. KMEZ-F	10. KMEZ-F
11. KMGC-F	11. KPLX-F	
12. KNOK-F	12. KMGC-F	
13. KOAX-F	13. KOAX-F	
14. KPLX-F	14. KNOK-F	
15. KBOX	15. KLIF	

OTHER RATED STATIONS/METRO SHARE		
KAAM	1310	.2
KAFM-F	92.5	1.0
KKDA	730	.6
KLIF	1190	1.2
KNOK	970	.5
KPBC	1040	1.2
KSKY	660	.6
KVIL	1150	.7
KXOL	1360	.5

ADI FM SHARE: 65.63% (2918 of 4446) (O/N 80: 65.36%)

DALLAS METRO 1/4/SHARE	
1. KKDA-F	228/8.6
2. KVIL-F	221/8.3
3. KRLD	200/7.5
4. KZEW-F	184/6.9
5. KSCS-F	144/5.4
6. KMEZ-F	135/5.1
7. KTXQ-F	130/4.9
8. KNOK-F	122/4.6
9. WFAA	115/4.3
10. KMGC-F	109/4.1
KOAX-F	109/4.1
12. KEGL-F	108/4.1
13. WBAP	100/3.8
14. KBOX	95/3.6
15. KPLX-F	84/3.2

FT. WORTH METRO 1/4/SHARE	
1. KSCS-F	191/14.0
2. WBAP	171/12.6
3. KVIL-F	109/ 8.0
4. KEGL-F	94/ 6.9
5. KZEW-F	77/ 5.7
6. KMEZ-F	67/ 4.9
7. KMGC-F	63/ 4.6
8. KRLD	60/ 4.4
9. KTXQ-F	59/ 4.3
10. KOAX-F	52/ 3.8
11. KPLX-F	50/ 3.8
12. KNOK-F	48/ 3.5
13. WFAA	46/ 3.4
14. KFJZ	38/ 2.9
15. KKDA-F	31/ 2.3

AM STATIONS

KBOX,	1480,	5 KW/1 KW (DA-2),	COUNTRY	,	$ 60.00*	(Mc-Guild)	Group One
KFJZ,	1270,	5 KW (DA-1)	, BIG BAND/NOST (Al Ham)	,	$ 55.00	(Christal)	Swanson
KLIF,	1190,	50 KW/5 KW (DA-2),	COUNTRY	ABC-E,	$100.00	(RKO)	Susquehanna
KRLD,	1080,	50 KW (DA-N)	, NEWS**	CBS,	$166.88	(Katz)	Metromedia
WBAP,	820,	50 KW	, COUNTRY	ABC-I,	$170.00*	(Eastman)	Cap Cities
WFAA,	570,	5 KW (DA-2)	, TALK/NEWS	NBC,MBS,	$ 75.00	(MMR)	Nelo

** Big Band ((Toby Arnold) overnight

FM STATIONS

KAFM-F,	92.5,	100 KW @ 1685,	AC	,	$ 35.00	(Torbet)	Bonneville
KEGL-F,	97.1,	100 KW @ 1302,	ROCK	ABC-C,RKO,	$ 80.00*	(Christal)	Sandusky News
KESS-F,	93.9,	100 KW @ 434,	SPANISH	,	$ 57.00	(Caballero)	
KIXK-F,	106.1,	100 KW @ 480,	COUNTRY	,	$ 40.00	(----)	Hicks
KKDA-F,	104.5,	100 KW @ 390,	BLACK	,	$135.00	(Selcom)	
KLVU-F,	98.7,	100 KW @ 1585,	CONTEMP	ABC-F,	$ 53.75	(Masla)	
KMEZ-F,	100.3,	89 KW @ 1280,	BTFL MUS (Bonne)	,	$ 90.00	(Mc-Guild)	Group One
KMGC-F,	102.9,	100 KW @ 1572,	SOFT ROCK (TM)	,	$ 93.13	(Selcom)	Shamrock
KNOK-F,	107.5,	100 KW @ 445,	BLACK (Burk-Abr)	NBN,	$ 60.00*	(Howard)	Earl Graves
KOAX-F,	105.3,	100 KW @ 1560,	BTFL MUS (Schulke)	,	$100.75	(RAR)	Westinghouse
KPLX-F,	99.5,	100 KW @ 1680,	COUNTRY	ABC-E,	$100.00*	(RKO)	Susquehanna
KSCS-F,	96.3,	100 KW @ 1680,	COUNTRY	,	$150.00*	(Eastman)	Cap Cities
KTXQ-F,	102.1,	100 KW @ 1420,	AOR (Burk-Abr)	,	$ 80.00*	(CBS/FM)	Gulf
KVIL-F,	103.7,	100 KW @ 1570,	AC/CONTEMP	,	$193.13	(Blair)	Fairbanks
KZEW-F,	97.9,	100 KW @ 1680,	AOR,	Source,	$100.00	(MMR)	Belo
WRR-F ,	101.1,	100 KW @ 600,	CLASSICAL	,	$ 55.00	(CMBS)	City of Dallas

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	243,358, Belo		
Dallas Times Herald	E	236,286		
Ft. Worth Star-Telegram	M	86,708	E	144,361, Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 105	Revenue : $ 5,780,128	National Rev: $ 1,416,845
Revenue Rank #	Income : $ - 38,022	Nat Rev per Cap: $ 3.72
Income Rank #	% Rev Gain: 6.9	Tot Rev per Cap: $ 15.17
APR 15.5	Stations: 19/14	Tot Inc per Cap: $ -.10
SMSA Pop: 380,900	Diaries: 722/528:1	Profit Margin: —
CSI: 3.3 Bil (# 93)	CSI HH: 23.7 M (# 50)	Retail $: 1.8 Bil (# 100)
	Standard Error: .707	Retail Sales %:

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80
1. KSTT	60/12.3	15.5	12.2	13.9
2. WHBF	58/11.9	15.9	14.0	17.8
3. WXLP-F	56/11.5	10.8	6.0	6.9
4. WOC	53/10.8	10.4	7.5	10.2
5. KIIK-F	49/10.0	10.2	10.0	9.5
6. WZZC-F	34/ 7.0	2.1	5.7	3.9
7. WHBF-F	31/ 6.3	4.7	6.2	4.6
8. KRVR-F	28/ 5.7	9.3	10.5	9.2
9. WQUA	20/ 4.1	4.7	8.5	5.8
10. WKEI	16/ 3.3	1.3	1.2	2.5

12+ TSA 1/4	
1. WXLP-F	86
2. WHBF	80
3. KIIK-F	77
4. KSTT	72
5. WOC	62
6. WMAQ	59
7. WZZC-F	54
8. WHBF-F	44
9. KRVR-F	39
10. WLS	31

12+ TSA CUME/MSA CUME RAT	
1. KIIK-F	1279/25.5
2. KSTT	1200/33.2
3. WXLP-F	1033/20.4
4. WHBF	1028/23.7
5. WMAQ	1011/ 6.5
6. WHBF-F	811/17.5
7. WOC	807/21.7
8. WZZC-F	787/14.2
9. WLS	771/ 8.2
10. WRVR-F	717/15.4

12+ FM SHARE (METRO): 45.31% (203 of 448) (FAL 80: 41.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIIK-F	1. WXLP-F	1. KSTT	1. KSTT	1. WHBF	1. WHBF
2. WXLP-F	2. KSTT	2. WXLP-F	2. WHBF	2. WOC	2. KSTT
3. KSTT	3. KIIK-F	3. KIIK-F	3. WZZC-F	3. WZZC-F	3. KIIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT	1580	Davenport	1.0	WBBM	780	Chicago	1.0
WGEN+	1500	Geneses	1.0	WLS	890	Chicago	1.8
KCRG	1600	Cedar Rapids	.6	WGN	720	Chicago	.6
KFMH-F	99.7	Muscatine	.8	WMAQ	680	Chicago	1.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (2)	140 (4)	209 (6)	46.7
COUNTRY	76 (4)	35 (2)	111 (6)	24.8
NEWS/TALK	58 (2)		58 (2)	12.9
MOR/AC	42 (4)		42 (4)	9.4
BTFL MUSIC		28 (1)	28 (1)	6.3
			448 (19)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP	ABC-C, $41.25	(Katz)	Guy Gannett
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, $26.00	(Mc-Guild)	
WKEI, 1450, 500 W/250 W, MOR	ABC-I, $ 9.75	(----)	(KEWANEE)
WOC , 1420, 5 KW (DA-2), NEWS/TALK	MBS,NBC, $36.00	(Blair)	Palmer
WQUA, 1230, 1 KW/250 W , AC/MOR	ABC-E, $39.20	(Eastman)	Mid America
KIIK-F, 103.7, 100 KW @ 800, ROCK	, $36.00	(Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Bonne)	, $39.20	(Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, $13.00	(Mc-Guild)	
WXLP-F, 96.9, 50 KW @ 500, AOR	Source, $34.40	(Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	RKO, $14.50	(Roslin)	

OTHER STATIONS - SEE CHICAGO

TV STATIONS

WHBF	Rock Island	4	CBS	WQAD	Moline	8	ABC
WOC	Davenport	6	NBC, Palmer				

NEWSPAPERS

Quad City Times AD 64,238, Lee   Moline Dis/RI Argus E 58,808

DAYTON

Market # 48; ADI # 50
Revenue Rank # 44
Income Rank # 15
APR 14.1
SMSA Pop: 831,200
CSI: 6.9 Bil (# 44)

Revenue : $11,788,006
Income : $ 2,297,915
% Rev Gain: +1.9
Stations: 23/15
Diaries: 1178/706:1
CSI HH: 23.5 M (# 57)
Standard Error: .554

National Rev: $2,272,772
Nat Rev per Cap: $2.73
Tot Rev per Cap: $14.18
Tot Inc per Cap: $2.76
Profit Margin: 19.5%
Retail $: 3.6 Bil (# 46)
Retail Sales %: .310

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WHIO-F	146/15.2	19.6	15.1	17.0	15.4
2. WHIO	98/10.2	14.2	11.9	12.6	15.4
3. WTUE-F	97/10.1	9.7	11.4	9.9	8.1
4. WDAO-F	93/ 9.7	7.4	8.8	7.5	5.6
5. WING	80/ 8.3	8.7	9.6	6.7	8.9
6. WONE	79/ 8.2	5.8	9.8	9.2	6.6
7. WDJX-F	74/ 7.7	8.8	7.2	6.2	6.8
8. WAVI	47/ 4.9	3.1	6.0	5.8	6.8
9. WVUD-F	39/ 4.0	3.3	3.3	7.0	6.4
10. WJAI-F	26/ 2.7	1.6	---	.4	.6

12+ TSA 1/4	
1. WHIO-F	242
2. WTUE-F	149
3. WONE	124
4. WHIO	116
5. WDAO-F	100
6. WLW	90
7. WING	89
8. WDJX-F	80
9. WYYS-F	65
10. WAVI	58

12+ TSA CUME/MSA CUME RAT	
1. WHIO-F	2978/27.0
2. WLW	2003/ 7.3
3. WHIO	1994/23.6
4. WING	1985/24.6
5. WTUE-F	1927/18.2
6. WONE	1690/16.1
7. WDJX-F	1321/17.0
WVUD-F	1321/12.5
9. WKRQ-F	1151/ 3.2
10. WYYS-F	1103/ 3.7

12+ FM SHARE (METRO): 63.01% (574 of 911) (O/N 80: 57.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO
2. WTUE-F	2. WDAO-F	2. WHIO-F	2. WING	2. WHIO	2. WHIO-F
3. WDAO-F	3. WING	3. WDAO-F	3. WONE	3. WONE	3. WONE
	4. WDJX-F	WING	4. WHIO	4. WING	4. WING
	5. WHIO-F	5. WONE	WDAO-F	5. WDAO-F	5. WLW

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		259 (7)	259 (7)	28.4
MOR/AC	211 (6)		211 (6)	23.2
BTFL MUSIC		160 (3)	160 (3)	17.6
COUNTRY	79 (1)	39 (2)	118 (3)	13.0
BLACK/URBAN		109 (2)	109 (2)	12.0
TALK	47 (1)		47 (1)	5.2
RELIGION		7 (1)	7 (1)	0.8
			911 (23)	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WHIO-F	1. WHIO-F	1. WDAO-F
2. WTUE-F	2. WHIO	2. WHIO-F
3. WHIO	3. WING	3. WONE
4. WONE	4. WTUE-F	4. WHIO
5. WDAO-F	5. WONE	5. WING
6. WING	6. WDJX-F	6. WTUE-F
7. WDJX-F	7. WVUD-F	7. WDJX-F
8. WAVI	8. WLW	8. WVUD-F
WJAI-F	9. WDAO-F	9. WPBF-F
WVUD-F	10. WJAI-F	10. WJAI-F
11. WBLY	11. WIZE	
12. WPBF-F	12. WPBF-F	
WLW	13. WOWO	
14. WIZE	14. WSKS-F	
15. WKBV	15. WAVI	

OTHER RATED STATIONS/METRO SHARE			
WBZI-F	95.3	Xenia	1.3
WFCJ-F	93.7	Miamisburg	.7
WPTW	1570	Piqua	.7
WPTW-F	95.7	Piqua	1.0
WBLZ-F	103.5	Hamilton	1.7
WKRC	550	Cincinnati	.6
WKRQ-F	101.9	Cincinnati	.7
WLW	700	Cincinnati	1.7
WPBF-F	105.9	Middletown	2.7
WPFB	910	Middletown	.4
WSKS-F	96.5	Hamilton	.9
WWEZ-F	92.5	Cincinnati	.4
WYYS-F	94.9	Cincinnati	.7

ADI FM SHARE: 64.38% (863 of 1406) (O/N 80: 54.00%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK ABC-E, $26.00 (Howard)
WHIO, 1290, 5 KW (DA-N), MOR CBS, $70.00* (Christal) Cox
WING, 1410, 5 KW (DA-N), AC ABC-I, $97.50 (Katz) Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY , $60.00* (Mc-Guild) Group One

WBLY, 1600, 1 KW (DAYS), COUNTRY MBS, $16.74 (Regional) (SPRINGFIELD)
WIZE, 1340, 1 KW/250 W, CONTEMP ABC-C, $14.00 (Torbet) Great Trails
(SPRINGFIELD)

WKBV, 1490, 1 KW/250 W, MOR ABC-I, $12.50 (PRO) Central (RICHMOND,IN)

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK SBN,NBN, $39.00 (Howard)
WDJX-F, 103.7, 3 KW @ 331, ROCK RKO, $30.00* (Torbet) (XENIA)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne) , $80.00* (Christal) Cox
WJAI-F, 92.9, 20 KW @ 373, COUNTRY , $22.00 (Katz) Great Trails

WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr) , $65.00* (Mc-Guild) Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK ABC-F, $28.50 (Masla) Univ of Daytor
WPBF-F, 105.9, 34 KW @ 503, SOFT/AC (TM) MBS, $23.50 (Lotus) Braden (MIDDLETOWN)

OTHER STATIONS - SEE CINCINNATI WOWO - See Ft. Wayne

TV STATIONS

WDTN Dayton 2 ABC, Hearst
WHIO Dayton 7 CBS, Cox
WKEF Dayton 22 NBC

NEWSPAPERS

Dayton News E 140,674, Cox
Dayton Journal & Herald M 100,886, Cox
Springfield News M 17,827, Cox
Springfield Sun E 27,247, Cox

DAYTONA BEACH

Market # 152
Revenue Rank # 147
Income Rank # 341
APR 16.4
SMSA Pop: 254,700
CSI: 1.7 Bil (# 160)

Revenue : $3,425,068
Income : $ -348,920
% Rev Gain: +18.0
Stations: 19/12
Diaries: 613/415:1
CSI HH: 15.3 M (# 334)
Standard Error: .795

National Rev: $907,485
Nat Rev per Cap: $3.56
Tot Rev per Cap: $13.45
Tot Inc per Cap: $-1.37
Profit Margin: ---
Retail $: 1.3 Bil (# 125)
Retail Sales %: .202

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WDOQ-F	56/14.3	17.7	15.4	11.7	8.0
2. WWLV-F	52/13.3	17.1	15.7	19.0	16.8
3. WELE-F	47/12.0	9.8	10.4	12.0	8.8
4. WDBO-F	45/11.5	9.8	14.7	11.7	11.8
5. WDIZ-F	35/ 8.9	11.2	7.7	5.1	8.0
6. WROD	29/ 7.4	2.5	4.0	2.9	6.1
7. WNDB	22/ 5.6	6.5	6.7	7.7	7.3
8. WSBB	16/ 4.1	4.5	5.0	7.3	8.4
9. WDAT	12/ 3.1	2.2	1.0	2.2	4.2
10. WMFJ	9/ 2.3	2.5	1.7	2.6	2.3

12+ TSA 1/4	
1. WDOQ-F	57
WWLV-F	57
3. WELE-F	48
4. WDBO-F	45
5. WDIZ-F	36
6. WROD	29
7. WNDB	22
8. WSBB	16
9. WDAT	13
10. WMFJ	9

12+ TSA CUME/MSA CUME RAT	
1. WDOQ-F	681/27.3
2. WELE-F	603/24.1
3. WWLV-F	596/23.0
4. WROD	455/19.0
5. WDBO-F	442/17.9
6. WDIZ-F	375/15.0
7. WNDB	358/14.9
8. WDAT	247/10.1
9. WSBB	229/ 9.1
10. WMFJ	221/ 9.2

12+ FM SHARE (METRO): 69.84% (257 of 368) (O/N 80: 71.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WELE-F	1. WELE-F	1. WELE-F
2. WDIZ-F	2. WDIZ-F	2. WELE-F	2. WDOQ-F	2. WWLV-F	WWLV-F
	3. WELE-F	3. WDIZ-F	3. WWLV-F	3. WDBO-F	3. WDOQ-F

OTHER RATED STATIONS/METRO SHARE

WDLF	1310	DeLand	1.0
WXVQ	1490	DeLand	1.0
WZIP	1590		1.5
WDBO	1350	Orlando	1.8
WHLY-F	106.7	Leesburg	.8
WHOO-F	96.5	Orlando	1.3
WJYO-F	107.7	Mt. Dora	2.3
WBJW-F	105.1	Orlando	1.3
WAPE	690	Jacksonville	.5

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	16 (1)	106 (3)	122 (4)	33.2
ROCK/AOR/CONTEMP		99 (4)	99 (4)	26.9
COUNTRY	8 (2)	52 (2)	60 (4)	16.3
MOR/AC	41 (3)		41 (3)	11.1
BIG BAND/NOST	29 (1)		29 (1)	7.9
RELIGION	9 (1)		9 (1)	2.4
UNKNOWN	8 (2)		8 (2)	2.2
			368 (19)	

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), MOR NBC, $13.00 (Masla)
WMFJ, 1450, 1 KW/250 W , RELIGION ABC-I, $ 8.00 (----)
WNDB, 1150, 1 KW (DA-N) , MOR CBS, $15.00* (----) Bdcst Mng
WROD, 1340, 1 KW/250 W , BIG BAND/NOST (Al Ham) ABC-E,$ 9.15* (Carpenter)
WSBB, 1230, 1 KW , BTFL/BIG BAND , $ 8.00 (Lotus)

WDOQ-F, 101.9, 100 KW @ 265, ROCK , $20.00* (Katz) Abell
WELE-F, 105.9, 100 KW @ 600, COUNTRY MBS, $24.50 (Roslin) Elyria-Lorain
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (Bonne) , $25.00* (----) Bdcst Mng

OTHER STATIONS, TV AND NEWSPAPERS - SEE ORLANDO

DENVER

Market # 21; ADI # 20
Revenue Rank # 16
Income Rank # 19
APR 17.8
SMSA Pop: 1,654,600
CSI: 15.0 Bil (# 22)

Revenue : $32,178,564
Income : $ 1,655,712
% Rev Gain: +27.2
Stations: 27/35
Diaries: 1620/1021:1
CSI HH: 24.1 M (# 39)
Standard Error: .502

National Rev: $9,123,153
Nat Rev per Cap: $5.51
Tot Rev per Cap: $19.44
Tot Inc per Cap: $1.00
Profit Margin: 5.1%
Retail $: 7.6 Bil (# 23)
Retail Sales %: .365

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KOA	203/8.2	7.4	7.8	6.5	9.9
2. KBPI-F	176/7.1	9.9	8.6	9.0	4.9
3. KOSI-F	172/6.9	5.7	6.7	5.7	6.9
4. KOAQ-F	160/6.5	5.2	6.0	2.7	2.6
5. KPKE-F	147/5.9	1.8	1.1	1.5	2.0
6. KAZY-F	134/5.4	5.7	4.2	5.2	6.1
7. KEZW	130/5.2	5.2	3.2	3.2	2.1
KHOW	130/5.2	4.3	5.8	7.6	7.7
9. KYGO-F	129/5.2	5.7	3.5	2.8	3.1
10. KIMN	121/4.9	5.4	5.4	7.7	6.8
11. KPPL-F	112/4.5	4.1	5.1	4.9	3.6
12. KLIR-F	104/4.2	5.9	6.1	7.3	6.5
13. KVOD-F	94/3.8	3.4	4.8	3.8	4.1
14. KLZ	93/3.8	5.5	4.7	6.7	5.4
15. KBCO-F	86/3.5	3.1	2.4	1.6	1.3

12+ TSA 1/4	
1. KOA	302
2. KBPI-F	211
3. KOSI-F	206
4. KOAQ-F	186
5. KAZY-F	163
6. KHOW	159
7. KLZ	158
KIMN	158
9. KPKE-F	153
10. KYGO-F	141
11. KEZW	140
12. KPPL-F	129
13. KLIR-F	127
14. KVOD-F	105
15. KBCO-F	88

12+ TSA CUME/MSA CUME RAT	
1. KOA	4803/23.0
2. KBPI-F	3674/21.9
3. KIMN	3309/17.8
4. KOAQ-F	2921/16.5
5. KAZY-F	2805/16.7
6. KHOW	2660/15.3
7. KLZ	2615/11.1
8. KOSI-F	2431/14.1
9. KYGO-F	1844/11.6
10. KPPL-F	1839/11.7
11. KPKE-F	1765/11.7
12. KLIR-F	1667/10.2
13. KEZW	1660/10.8
14. KVOD-F	1474/ 9.3
15. KBCO-F	1130/ 7.9

12+ FM SHARE (METRO): 58.96% (1379 of 2339) (O/N 80: 54.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KAZY-F	1. KBPI-F	1. KBPI-F	1. KOSI-F	1. KOA	1. KOA
KOAQ-F	2. KPKE-F	2. KPKE-F	2. KOA	2. KOSI-F	2. KHOW
3. KBPI-F	3. KOAQ-F	3. KOAQ-F	3. KHOW	3. KEZW	3. KLZ
4. KPKE-F	4. KBCO-F	4. KYGO-F	4. KYGO-F	4. KHOW	4. KOAQ-F
5. KIMN	5. KAZY-F	5. KPPL-F	5. KIMN	5. KLIR-F	KBPI-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (1)	730 (6)	851 (7)	36.4
MOR/AC	195 (4)	112 (1)	307 (5)	13.1
COUNTRY	160 (3)	129 (1)	289 (4)	12.4
BTFL MUSIC		276 (2)	276 (2)	11.8
NEWS/TALK	259 (3)		259 (3)	11.1
BIG BAND/NOST	130 (1)		130 (1)	5.6
CLASSICAL		94 (1)	94 (1)	4.0
BLACK/JAZZ	41 (1)	38 (1)	79 (2)	3.4
UNKNOWN	40 (1)		40 (1)	1.7
RELIGION	14 (1)		14 (1)	0.6
			2339 (27)	

DENVER ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KOA	1. KOA	1. KOA
2. KBPI-F	2. KBPI-F	2. KIMN
3. KOSI-F	3. KIMN	3. KLZ
4. KOAQ-F	4. KOAQ-F	KYGO-F
5. KAZY-F	5. KAZY-F	5. KOAQ-F
6. KHOW	6. KHOW	6. KEZW
7. KIMN	7. KOSI-F	7. KHOW
8. KPKE-F	8. KLZ	8. KDKO
9. KLZ	9. KYGO-F	KBPI-F
10. KYGO-F	10. KPPL-F	10. KPPL-F
11. KEZW	11. KPKE-F	
12. KLIR-F	12. KEZW	
13. KPPL-F	13. KLIR-F	
14. KVOD-F	14. KVOD-F	
15. KBCO-F	15. KBCO-F	

OTHER RATED STATIONS/METRO SHARE

KADX-F	105.1		1.5
KBOL	1490	Boulder	.3
KBRQ	1280		1.1
KDEN	1340		1.4
KDKO	1510	Littleton	1.7
KERE	710		1.3
KFML	1390		1.6
KLAK	1600	Lakewood	1.6
KLDR	1090		1.0
KRKS	990		.6
KWBZ	1150	Englewood	.9
KTCL-F	93.3	Fort Collins	1.1

ADI FM SHARE: 56.11% (1644 of 2930) (O/N 80: 50.69%)

AM STATIONS

KDKO	1510	5 KW/1 KW (DA-2)	BLACK	SBN	$40.00	(Roslin)	Sterling
KEZW	1430	5 KW (DA-N)	BIG BAND/NOST (Al Ham)	MBS	$40.00*	(Christal)	
KHOW	630	5 KW (DA-N)	MOR		$84.98*	(Eastman)	Metromedia
KIMN	950	5 KW (DA-1)	CONTEMP		$98.00*	(Blair)	Jeff-Pilot
KLZ	560	5 KW (DA-1)	COUNTRY	ABC-I	$90.00*	(Mc-Guild)	Group One
KOA	850	50 KW	TALK/NEWS	CBS	$120.00	(Katz)	GE

FM STATIONS

KAZY-F	106.7	94 KW @ 960	AOR		$90.00*	(Mc-Guild)	Group One
KBCO-F	97.3	33 KW @ 920	AOR		$37.00	(Masla)	(BOULDER)
KBPI-F	105.9	100 KW @ 900	AOR	Source	$105.00	(Selcom)	Sandusky News
KLIR-F	100.3	100 KW @ 500	BTFL MUS (Schulke)		$60.00*	(Christal)	Duffy
KOAQ-F	103.5	100 KW @ 1061	ROCK		$80.00	(Katz)	GE
KOSI-F	101.1	100 KW @ 790	BTFL MUS (Bonne)		$81.25	(RAR)	Westinghouse
KPKE-F	95.7	100 KW @ 725	AOR		$60.00*	(CBS FM)	Doubleday
KPPL-F	107.5	100 KW @ 1800	AC/CONTEMP	RKO	$66.38*	(MMR)	Des Moines Reg
KVOD-F	99.5	100 KW @ 380	CLASSICAL		$48.50*	(CMBS)	
KYGO-F	98.5	50 KW @ 720	COUNTRY (TM)	ABC-F	$50.00*	(Blair)	Jeff-Pilot

TV STATIONS

KBTV	Denver	9	ABC, Combined/Gannett
KNGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, Chicago Tribune Co.

NEWSPAPERS

Denver Post	E	260,331, Times-Mirror
Rocky Mountain News	M	271,153, Scripps-Howard

DES MOINES

Market # 112
Revenue Rank # 64
Income Rank # 26
APR 14.6
SMSA Pop: 338,000
CSI: 2.8 Bil (# 107)

Revenue : $8,193,928
Income : $1,117,996
% Rev Gain: +6.9
Stations: 12/12
Diaries: 794/426:1
CSI HH: 22.4 M (# 101)
Standard Error: .656

National Rev: $2,186,989
Nat Rev per Cap: $6.47
Tot Rev per Cap: $24.24
Tot Inc per Cap: $3.31
Profit Margin: 13.6%
Retail: 1.8 Bil (# 98)
Retail Sales %: .388

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WHO	67/16.4	10.4	15.1	16.9	16.4
2. KSO	61/15.0	14.9	10.3	14.6	10.5
3. KRNT	42/10.3	12.5	13.1	11.9	10.8
4. KGGO-F	40/ 9.8	13.0	8.8	11.1	7.4
5. KRNQ-F	38/ 9.3	10.1	11.6	9.8	9.5
6. KLYF-F	34/ 8.3	11.3	13.3	12.4	11.0
7. KIOA	31/ 7.6	7.5	8.3	6.9	10.3
8. KJJY-F	28/ 6.9	1.9	1.0	1.6	.8
9. KMGK-F	25/ 6.1	6.7	11.3	6.6	9.7
10. KEZT-F	4/ 1.0	1.9	---	.8	2.8

12+ TSA 1/4	
1. WHO	225
2. KSO	103
KLYF-F	103
4. KIOA	76
5. KRNQ-F	63
6. KGGO-F	59
7. KMGK-F	56
8. KRNT	50
9. KJJY-F	31
10. WEZT-F	14

12+ TSA CUME/MSA CUME RAT	
1. WHO	3883/31.9
2. KIOA	1999/27.9
3. KSO	1464/26.6
4. KLYF-F	1162/17.1
5. KMGK-F	1093/16.0
6. KRNQ-F	1079/20.6
7. KGGO-F	993/17.4
8. KRNT	831/24.2
9. KJJY-F	432/13.1
10. KEZT-F	226/ 2.8

12+ FM SHARE (METRO): 44.95% (169 of 376) (O/N 80: 48.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRNQ-F	1. KGGO-F	1. KSO	1. KSO	1. KSO	1. WHO
2. KMGK-F	2. KRNQ-F	2. KRNT	2. KRNT	2. WHO	2. KSO
3. KGGO-F	3. KIOA	3. KRNQ-F	3. WHO	3. KRNT	3. KLYF-F
	4. KMGK-F	4. KIOA	4. KIOA	4. KLYF-F	4. KIOA

OTHER RATED STATIONS/METRO SHARE

KCBC	1390	.5	KWKY	1150	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	31 (1)	103 (3)	134 (4)	35.6
COUNTRY	61 (1)	28 (1)	89 (2)	23.7
NEWS/TALK	67 (1),		67 (1)	17.8
MOR/AC	44 (2)	4 (1)	48 (3)	12.8
BTFL MUSIC		34 (1)	34 (1)	9.0
RELIGION	4 (1)		4 (1)	1.1
			376 (12)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP/AC , $39.95 (Eastman) Mid America
KRNT, 1350, 5 KW (DA-N) , MOR CBS, $34.00 (Katz) Stauffer
KSO , 1460, 5 KW (DA-N) , COUNTRY ABC-I, $35.00* (Mc-Guild) Stoner
WHO , 1040, 50 KW , NEWS/TALK NBC, $60.00 (Blair) Palmer

KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr) , $34.00* (Mc-Guild) Stoner
KJJY-F, 103.3, 3 KW @ 300, COUNTRY , $26.00 (Selcom)
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke) , $24.00 (Blair) Palmer
KMGK-F, 93.3, 100 KW @ 420, ROCK , $28.20 (Eastman) Mid America
KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM) , $31.50 (Katz) Stauffer
KEZT-F, 104.1, 100 KW @ 465, MOR ABC-F, $15.50 (----) (AMES)

TV STATIONS

KCCI	Des Moines	8	CBS, Cowles
WOI	Ames	5	ABC, Iowa State
WHO	Des Moines	13	NBC, Palmer

NEWSPAPERS

Des Moines Register	M	210,577
Des Moines Tribune	E	82,201

DETROIT

Market # 5; ADI # 7
Revenue Rank # 10
Income Rank # 379
APR 17.4
SMSA Pop: 4,365,000
CSI: 39.9 Bil (# 5)

Revenue : $ 51,047,084
Income : $ -1,654,310
% Rev Change: 6.2%
Stations: 29/38
Diaries: 2288/1908:1
CSI HH: 26.5 M (# 10)
Standard Error: .422

National Rev: $ 16,190,041
Nat Rev per Cap: $ 3.71
Tot Rev per Cap: $ 11.69
Tot Inc per Cap: $ -.38
Profit Margin: —
Retail $: 19.7 Bil (# 4)
Retail Sales %: .212

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	O/N 80
1. WJR	595/9.7	8.8	11.0	10.6	8.7
2. WLLZ-F	433/7.0	7.7	8.0	9.2	7.9
3. WXYZ	371/6.0	5.4	4.1	3.6	3.4
4. WRIF-F	327/5.3	5.2	4.8	4.3	5.1
5. WWJ	325/5.3	5.4	4.9	6.7	6.5
6. WWWW-F	312/5.1	4.6	4.1	1.9	1.6
7. WJR-F	291/4.7	3.6	4.6	5.1	4.5
8. WNIC-F	280/4.5	5.1	4.7	4.0	5.3
9. WGPR-F	242/3.9	3.0	2.3	1.8	1.6
10. WLBS-F	226/3.7	3.3	2.5	2.8	3.2
11. WABX-F	220/3.6	4.1	3.9	3.1	2.7
12. WWJ-F	216/3.5	3.0	2.7	3.8	3.0
WCZY-F	216/3.5	3.0	3.8	4.1	4.2
14. WMJC-F	211/3.4	3.7	4.4	4.5	5.0
15. CKLW	185/3.0	3.8	3.5	3.7	3.6
16. WCXI	171/2.8	3.9	3.4	4.6	5.5
17. WJZZ-F	170/2.8	2.4	1.8	2.7	3.2
18. WJLB-F	167/2.7	2.1	2.6	3.0	.5
19. WTWR-F	157/2.5	2.4	2.9	2.4	2.9
20. WOMC-F	150/2.4	3.2	4.0	3.5	3.9

12+ TSA 1/4	
1. WJR	860
2. WLLZ-F	479
3. WRIF-F	392
4. WXYZ	378
5. WWJ	354
6. WWWW-F	339
7. WJR-F	309
8. WNIC-F	302
9. CKLW	260
10. WGPR-F	246
11. WABX-F	236
12. WMJC-F	230
13. WLBS-F	226
14. WWJ-F	224
15. WCZY-F	221
16. WCXI	193
17. WJZZ-F	185
18. WJLB-F	174
19. WTWR-F	160
20. WOMC-F	159

12+ TSA CUME/MSA CUME RAT	
1. WJR	12777/24.3
2. WLLZ-F	7582/18.6
3. WRIF-F	7427/17.7
4. WWJ	6382/16.2
5. CKLW	6368/12.3
6. WNIC-F	6269/16.1
7. WABX-F	6028/15.4
8. WJR-F	5088/12.3
9. WMJC-F	4567/11.5
10. WWWW-F	4546/11.0
11. WXYZ	4030/11.0
12. WDRQ-F	3438/ 9.0
13. WJLB-F	3318/ 9.0
14. WCXI	3266/ 8.0
15. WGPR	3227/ 8.9
16. WWJ-F	3203/ 8.3
17. WCZY-F	3190/ 8.5
18. WOMC-F	3125/ 8.2
19. WTWR-F	2982/ 8.3
20. WLBS-F	2949/ 8.3

12+ FM SHARE (METRO): 67.40% (3915 of 5809) (O/N 80: 63.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLLZ-F	1. WLLZ-F	1. WLLZ-F	1. WJR	1. WJR	1. WJR
2. WGPR-F	2. WRIF-F	2. WRIF-F	2. WWWW-F	2. WXYZ	2. WWJ
3. WABX-F	3. WNIC-F	3. WWWW-F	3. WCZY-F	3. WWWW-F	3. CKLW
4. WRIF-F	4. WABX-F	4. WNIC-F	4. CKLW	4. WJR-F	4. WXYZ
5. WNIC-F	WLBS-F	5. WJR	5. WJR-F	5. WWJ	5. WNIC-F+
6. WLBS-F	6. WMJC-F	6. WLBS-F	6. WNIC-F	6. WWJ-F	6. WRIF-F
7. WDRQ-F	7. WGPR-F	WMJC-F	7. WWJ	7. WCZY-F	7. WLLZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	19 (1)	1612 (6)	1631 (7)	28.1
MOR/AC	848 (3)	523 (3)	1371 (6)	23.6
BLACK/URBAN/JAZZ	111 (1)	805 (4)	916 (5)	15.8
NEWS/TALK	696 (2)		696 (2)	12.0
BTFL MUSIC		507 (2)	507 (2)	8.7
COUNTRY	171 (1)	333 (2)	504 (3)	8.7
CLASSICAL		91 (1)	91 (1)	1.6
RELIGION	23 (1)	44 (1)	67 (2)	1.2
ETHNIC	26 (1)		26 (1)	0.4
			5809 (29)	

DETROIT ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WJR	1. WJR	1. WJR
2. WLLZ-F	2. WLLZ-F	2. WWWW-F
3. WXYZ	3. WRIF-F	3. WWJ
4. WRIF-F	4. WNIC-F	4. WLLZ-F
5. WWJ	5. WWJ	5. WXYZ
6. WWWW-F	6. WABX-F	6. WGPR-F
7. WJR-F	7. CKLW	7. CKLW
8. WNIC-F	8. WJR-F	8. WCXI
9. WGPR-F	9. WMJC-F	9. WJR-F
10. WABX-F	10. WWWW-F	10. WCZY-F
11. WLBS-F	11. WXYZ	
12. WMJC-F	12. WDRQ-F	
13. WWJ-F	13. WJLB-F	
14. WCZY-F	14. WGPR-F	
15. CKLW	15. WCZY-F	

OTHER RATED STATIONS/METRO SHARE			
WCHB	1440		1.8
WDRQ-F	93.1		2.3
WLQV	1500		.4
WMUZ-F	103.5		.7
WMZK	1400		.4
WNIC	1310	Dearborn	.3
WQRS-F	105.1		1.5
WHND	560	Monroe	1.1
CKJY-F	93.9	Windsor	.3

ADI FM SHARE: 67.27% (4151 of 6171) (O/N 80: 63.83%)

AM STATIONS

CKLW, 800, 50 KW, CONTEMP/AC, $130.00* (Christal) Baton
WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY MBS, $200.00 (Torbet) Golden West
WJR , 760, 50 KW, MOR/TALK NBC, $196.50 (Eastman) Cap Cities

WWJ , 950, 5 KW (DA-N), NEWS CBS, $125.00* (CBS Spot) Evening News
WXYZ, 1270, 5 KW (DA-N), TALK ABC-I, $100.00* (Blair) ABC

FM STATIONS

WABX-F, 99.5, 7 KW @ 870, AOR Source, $102.50 (Katz) Century
WCZY-F, 95.5, 100 KW @ 430, AC/MOR, $105.00 (Christal) Gannett
WDRQ-F, 93.1, 20 KW @ 500, CONTEMP, $102.50 (Masla) Charter
WGPR-F, 107.5, 50 KW @ 388, BLACK SBN, $ 58.13 (Lazar)
WJLB-F, 97.9, 50 KW @ 410, BLACK, $ 77.50 (?) Booth
WJR-F , 96.3, 50 KW @ 480, BTFL MUS (Schulke), $ 83.00 (Eastman) Cap Cities
WJZZ-F, 105.9, 34 KW @ 300, BLACK/JAZZ, $ 57.50* (Howard)

WLBS-F, 102.7, 40 KW @ 410, URBAN, $ 69.00 (Unirep) Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR, $175.00* (Mc-Guild) Doubleday
WMJC-F, 94.7, 10 KW @ 950, CONTEMP/AC ABC-C, $145.00* (MMR) Greater Media
WNIC-F, 100.3, 50 KW @ 400, CONTEMP/AC, $125.00* (RKO) Marv Josephson
WOMC-F, 104.3, 190 KW @ 416, AC RKO, $106.88* (Katz) Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR ABC-F, $118.25 (Blair) ABC
WTWR-F, 92.3, 22 KW @ 742, CONTEMP ABC-E, $200.00 (Torbet) Golden West
WWJ-F , 97.1, 12 KW @ 892, BTFL MUS (FM 100), $ 75.00 (CBS Spot) Evening News
WWWW-F, 106.7, 61 KW @ 508, COUNTRY, $ 75.00 (?) Shamrock

TV STATIONS

CBET	Windsor	9	CBC
WGPR	Detroit	62	IND
WJBK	Detroit	2	CBS, Storer
WKBD	Detroit	50	IND, Field
WDIV	Detroit	4	NBC, Post-News
WXON	Detroit	20	IND
WXYZ	Detroit	7	ABC, ABC

NEWSPAPERS

Detroit News	E	628,574
Detroit Free Press	M	607,647, Knight-Ridder

EL PASO

Market # 84
Revenue Rank # 97
Income Rank # 378
APR 16.0
SMSA Pop: 489,000
CSI: 3.1 Bil (# 98)

Revenue : $5,376,225
Income : $-1,494,698
% Rev Gain: +10.0
Stations: 23/16
Diaries: 799/612:1
CSI HH: 20.8 M (# 175)
Standard Error: .741

National Rev: $2,198,734
Nat Rev per Cap: $4.50
Tot Rev per Cap: $10.99
Tot Inc per Cap: $-3.07
Profit Margin: ---
Retail $: 2.1 Bil (# 85)
Retail Sales %: .183

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KLAQ-F	88/14.5	14.1	4.0	3.1	5.2
2. KSET	52/ 8.6	6.0	5.5	6.7	2.9
3. KINT-F	51/ 8.4	5.4	7.5	7.9	11.7
4. KLOZ-F	43/ 7.1	8.9	10.4	9.4	5.4
5. KAMA	37/ 6.1	7.6	8.1	4.2	9.2
6. KHEY	34/ 5.6	7.0	7.3	10.4	11.3
KTSM-F	34/ 5.6	3.4	2.6	2.5	1.9
8. KROD	32/ 5.3	5.9	1.9	1.5	2.9
9. KHEY-F	31/ 5.1	6.5	7.2	7.5	8.6
10. KTSM	28/ 4.6	3.9	5.1	4.0	2.3

12+ TSA 1/4	
1. KLAQ-F	124
2. KINT-F	73
3. KHEY-F	57
KTSM-F	57
5. KSET	53
6. KHEY	45
KLOZ-F	45
KROD	45
9. KAMA	44
10. XROK	36

12+ TSA CUME/MSA CUME RAT	
1. KLAQ-F	972/19.7
2. KINT-F	968/20.5
3. KROD	852/15.6
4. KHEY-F	748/12.5
5. KHEY	647/11.9
6. KTSM-F	645/10.1
7. KFIM-F	613/ 9.0
8. KSET	581/14.1
9. KLOZ-F	516/13.0
10. KTSM	455/10.9

12+ FM SHARE (METRO): 52.93% (307 of 580) (O/N 80: 51.88%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KLOZ-F	1. KHEY	1. KLAQ-F
2. KINT-F	2. KSET	2. KSET	2. KHEY	KAMA	2. KHEY
3. KSET	3. KLOZ-F	3. KLOZ-F	3. KINT-F	KTSM-F	3. KINT-F
4. KROD	4. KINT-F	4. KINT-F	KLAQ-F	4. KHEY-F	4. KROD,KHEY-F

OTHER RATED STATIONS/METRO SHARE

KAMA-F	93.1	1.2	KELP	920	2.5	KEFV	1000	Cuidad Juarez	1.2
KEAB-F	93.9	2.6	KFIM-F	92.3	2.6	XEJ	970	Cuidad Juarez	1.3
KISO	1150	2.3	KKOL	1590	1.2	XEWG	1240	Cuidad Juarez	.8
KSET-F	94.7	3.5				XEP	1300	Cuidad Juarez	.3
XROK	800	Cuidad Juarez	3.8			XZOL	860	Cuidad Juarez	1.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	84 (2)	155 (3)	239 (5)	41.2
COUNTRY	34 (1)	74 (2)	108 (3)	18.6
SPANISH	91 (7)	7 (1)	98 (8)	16.9
BTFL MUSIC		50 (2)	50 (2)	8.6
NEWS/TALK	28 (1)		28 (1)	4.8
MOR/AC	22 (2)		22 (2)	3.8
BLACK/URBAN		21 (1)	21 (1)	3.6
BIG BAND	14 (1)		14 (1)	2.4
			580 (23)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS), SPANISH	, $27.50	(Eastman)	
KHEY, 690, 10 KW (DA-2), COUNTRY (Burk-Abr) ABC-I	, $60.00	(Katz)	
KROD, 600, 5 KW (DA-N), ROCK	, $14.00	(Torbet)	Rex
KSET, 1340, 1 KW/250 W , ROCK	, $25.00*	(Mc-Guild)	Broadcast Assoc
KTSM, 1380, 5 KW/500 W , NEWS CBS,NBC	, $12.00	(Howard)	
XROK, 800, 150 KW , SPANISH	, $24.00	(Lotus)	(CUIDAD JUAREZ)
KFIM-F, 92.3, 100 KW @ 1860, CONTEMP ABC-F	, $15.00	(----)	
KINT-F, 97.5, 60 KW @ 1080, ROCK	, $25.00*	(Selcom)	
KLAQ-F, 95.5, 100 KW @ 1300, AOR (Burk-Abr) Source	, $45.00*	(Torbet)	Rex
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY	, $38.75	(Blair)	Henson
KSET-F, 94.1, 100 KW @ 732, URBAN (Burk-Abr)	, $25.00*	(Mc-Guild)	Broadcast Assoc
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS (TM)	, $12.00	(Howard)	
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr)	, $60.00	(Katz)	

B-56

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

EUGENE-SPRINGFIELD

Market # 136
Revenue Rank # 105
Income Rank # 367
SMSA Pop: 281,400
CSI: 2.2 Bil (# 126)
APR 15.2

Revenue : $5,009,437
Income : $ -741,965
% Rev Gain: 19.8%
Stations: 13/13
CSI HH: 21.8 M (# 126)
Diaries: 615/458:1
Standard Error: .773

National Rev: $1,531,034
Nat Rev per Cap: $5.44
Tot Rev per Cap: $17.80
Tot Inc per Cap: $-2.63
Profit Margin: ---
Retail $: 1.3 Bil (# 126)
Retail Sales %: .314

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KSND-F	45/12.5	13.9	10.5	9.5	8.0
2. KUGN	44/12.3	9.8	14.2	14.6	11.6
3. KPNW-F	42/11.7	14.1	13.9	13.3	14.5
4. KZEL-F	38/10.6	7.6	9.9	11.4	11.1
5. KUGN-F	32/ 8.9	6.0	3.7	5.4	2.8
6. KEED	28/ 7.8	7.9	9.3	9.5	9.1
7. KPNW	26/ 7.2	7.6	9.6	9.5	8.5
8. KQDQ	21/ 5.8	6.3	---	1.9	6.8
9. KBDF	15/ 4.2	4.1	5.1	7.0	6.5
10. KORE	14/ 3.9	3.3	2.3	2.9	2.0

12+ TSA 1/4	
1. KPNW-F	54
2. KZEL-F	51
3. KSND-F	49
4. KUGN	46
5. KPNW	41
6. KUGN-F	37
7. KEED	28
8. KQDQ	21
9. KORE	18
10. KBDF	15

12+ TSA CUME/MSA CUME RAT	
1. WUGN	830/32.3
2. KPNW	742/18.0
3. KSND-F	648/25.1
4. KPNW-F	642/17.7
5. KZEL-F	613/19.9
6. KUGN-F	507/18.1
7. KBDF	442/17.5
8. KEED	432/18.0
9. KORE	267/ 7.9
10. KASH	155/ 6.6

12+ FM SHARE (METRO): 50.63% (160 of 316) (O/N 80: 47.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSND-F	1. KZEL-F	1. KZEL-F	1. KUGN	1. KUGN	1. KUGN
2. KZEL-F	2. KSND-F	2. KSND-F	2. KEED	2. KPNW-F	2. KPNW
	3. KUGN-F	3. KUGN	3. KUGN-F	3. KQDQ	3. KSND-F

OTHER RATED STATIONS/METRO SHARE

KASH 1600 1.1 KBMC-F 94.5 .8 KNND 1400 Cottage Grove 1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	15 (1)	83 (2)	98 (3)	31.0
MOR/AC	78 (4)		78 (4)	24.7
COUNTRY	28 (1)	32 (1)	60 (2)	19.0
BTFL MUSIC		42 (1)	42 (1)	13.3
BIG BAND	21 (1)		21 (1)	6.6
RELIGION	14 (1)	3 (1)	17 (2)	5.4
			316 (13)	

RADIO STATIONS

KBDF, 1280, 5 KW/1 KW (DA-N), OLDIES RKO, $12.50 (----)
KEED, 1450, 1 KW , COUNTRY ABC-I, $19.00 (Selcom) Commun Pacific
KORE, 1050, 1 KW (DAYS) , RELIGION MBS, $ 8.00 (----)
KPNW, 1120, 50 KW (DA-2) , AC NBC, $48.00 (Katz) Pacific Northwest
KQDQ, 1320, 1 KW (DAYS) , BIG BAND/NOST (Al Ham) , $13.00 (Howard) Empire
KUGN, 590, 5 KW/1 KW (DA-N), MOR CBS,MBS, $26.75 (Torbet)

KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Schulke) , $48.00 (Katz) Pacific Northwest
KWSND-F, 93.1, 27 KW @ 1800, ROCK (TM) Source, $20.00* (Roslin) Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY (TM) , $20.00 (Torbet)
KZEL-F, 96.1, 100 KW @ 872, AOR (Burk-Abr) , $18.50 (----)

TV STATIONS

KEZI	Eugene	9	ABC,CBS, Liberty
KVAL	Eugene	13	NBC

NEWSPAPERS

Eugene Register-Guard E 65,537

FLINT

Market # 81
Revenue Rank # 89
Income Rank # 69
APR 16.5
SMSA Pop: 526,600
CSI: 4.6 Bil (# 70)

Revenue : $ 5,944,118
Income : $ 417,312
% Rev Gain: −7.1
Stations: 26/10
Diaries: 909/579:1
CSI HH: 25.4 M (# 24)
Standard Error: .661

National Rev: $ 1,556,935
Nat Rev per Cap: $ 2.96
Tot Rev per Cap: $ 11.29
Tot Inc per Cap: $ .79
Profit Margin: 7.0%
Retail $: 2.6 Bil (# 69)
Retail Sales %: .189

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80
1. WWCK-F	91/13.2	10.5	13.8	10.3
2. WDZZ-F	82/11.9	10.3	12.9	11.5
3. WGMZ-F	45/ 6.5	11.1	12.4	6.9
4. WTRX	44/ 6.4	7.8	6.6	6.9
5. WJR	39/ 5.6	8.0	6.3	8.5
WFDF	39/ 5.6	6.5	5.2	8.0
7. WFLT	37/ 5.4	1.9	3.3	1.6
8. WKMF	35/ 5.1	6.8	5.9	5.8
9. WFMK-F	34/ 4.9	7.5	4.5	7.1
10. WGER-F	29/ 4.2	2.9	2.1	4.7

12+ TSA 1/4	
1. WWCK-F	128
2. WGER-F	98
3. WIOG-F	93
4. WDZZ-F	82
5. WJR	78
6. WKCQ-F	72
7. WHNN-F	71
8. WGMZ-F	52
9. WTAC	50
10. WTRX	45

12+ TSA CUME/MSA CUME RAT	
1. WHNN-F	1362/ 9.4
2. WJR	1360/16.3
3. WWCK-F	1312/23.7
4. WIOG-F	1154/ 3.6
5. WGER-F	1101/ 7.1
WKCQ-F	1101/ 4.6
7. WFDF	870/16.3
8. WTAC	851/11.3
9. WTRX	827/19.2
10. WDZZ-F	765/18.2

12+ FM SHARE (METRO): 59.87% (370 of 618) (O/N 80: 61.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WDZZ-F	1. WGMZ-F	1. WJR
2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WWCK-F	2. WJR	2. WGER-F
	3. WTRX	3. WTRX	3. WFDF	WFDF	3. WIOG-F
	4. WFMK-F	4. WFDF	4. WTRX	4. WDZZ-F	4. WWCK-F

OTHER RATED STATIONS/METRO SHARE

WLQB	1570		1.3	WJZZ-F	105.9	Detroit	.4
WOAP	1080	Owosso	1.4	WKCQ-F	98.1	Saginaw	1.4
WTAC	600		4.1	WLLZ-F	98.7	Saginaw	1.2
WHNN-F	96.1	Bay City	2.5	WMJC-F	94.7	Saginaw	.6
WIOG-F	106.3	Saginaw	1.0	WNIC-F	100.3	Saginaw	.4
WITL-F	100.7	Lansing	.6	WRIF-F	101.1	Saginaw	1.6
WJR-F	96.3	Detroit	.4	WWJ	950	Saginaw	1.0
WJXQ-F	106.1	Jackson	1.4	WWWS-F	107.1	Saginaw	1.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (1)	185 (9)	229 (10)	37.1
BLACK/URBAN		94 (3)	94 (3)	15.2
MOR/AC	88 (3)		88 (3)	14.2
BTFL MUSIC		77 (3)	77 (3)	12.5
COUNTRY	63 (2)	14 (2)	77 (4)	12.5
BIG BAND	37 (1)		37 (1)	6.0
RELIGION	9 (1)		9 (1)	1.5
NEWS/TALK	7 (1)		7 (1)	1.1
			618 (26)	

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-1) , MOR CBS, $36.25* (Blair)
WFLT, 1420, 500 W (DAYS) , BIG BAND/NOST (Al Ham) MBS, $20.00 (P/W)
WKMF, 1470, 5 KW/1 KW (DA-1) , COUNTRY ABC-E, $45.75 (Katz) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1), COUNTRY ABC-C, $27.50 (?)
WTRX, 1330, 5 KW/1 KW (DA-2) , CONTEMP/AC ABC-I, $29.00 (Christal) Mid America

WDZZ-F, 92.7, 3 KW @ 260, BLACK SBN, $31.00 (Masla)
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne) , $45.75 (Katz) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr) ABC-F, $35.00* (Mc-Guild) Reams

WGER-F, 102.5, 86 KW @ 860, BTFL MUS (Carson) , $25.00 (Mc-Guild) (BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, CONTEMP RKO, $23.25 (Selcom) Liggett (BAY CITY)

FT. LAUDERDALE

Market # 40
Revenue Rank # 40
Income Rank # 322
APR 16.8
SMSA Pop: 910,000
CSI: 8.7 Bil (# 38)

Revenue : $13,019,621
Income : $ -254,899
% Rev Gain: +19.8
Stations: 27/12
Diaries: 1188/766:1
CSI HH: 20.6 M (# 181)
Standard Error: .562

National Rev: $2,834,123
Nat Rev per Cap: $3.11
Tot Rev per Cap: $14.31
Tot Inc per Cap: $-.28
Profit Margin: ---
Retail $: 6.0 Bil (# 30)
Retail Sales %: .192

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WLYF-F	199/12.8	7.7	7.8	10.1	16.1	1. WLYF-F	316	1. WHYI-F	4738/17.3
2. WNWS	107/ 6.9	5.8	6.5	7.0	3.2	2. WHYI-F	277	2. WINZ-F	4152/10.9
3. WKQS-F	103/ 6.6	7.2	9.7	7.2	6.8	3. WINZ-F	246	3. WINZ	3675/17.1
4. WINZ	92/ 5.9	5.4	5.1	5.3	6.5	4. WNWS	229	4. WLYF-F	3570/22.5
5. WAXY-F	89/ 5.7	5.2	5.4	6.9	3.5	5. WINZ	219	5. WIOD	3298/13.5
6. WHYI-F	84/ 5.4	7.3	6.2	7.7	7.6	6. WSHE-F	189	6. WNWS	2999/14.1
7. WLQV	77/ 4.9	4.5	5.1	.7	---	7. WIOD	178	7. WAXY-F	2794/14.8
8. WSHE-F	75/ 4.8	5.8	4.6	4.4	1.8	8. WAXY-F	163	8. WSHE-F	2461/10.8
9. WAIA-F	67/ 4.3	4.4	5.1	5.0	6.2	9. WAIA-F	143	9. WAIA-F	2187/11.4
10. WIOD	60/ 3.9	4.9	4.7	4.3	5.0	WKQS-F	143	10. WKQS-F	1810/11.7

12+ FM SHARE (METRO): 60.66% (882 of 1454) (O/N 80: 59.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCKO-F	1. WAXY-F	1. WAXY-F	1. WLYF-F	1. WLYF-F	1. WINZ
2. WHYI-F	2. WSHE-F	2. WKQS-F	WKQS-F	2. WKQS-F	2. WHYI-F
3. WSHE-F	3. WKQS-F	3. WHYI-F	3. WAXY-F	3. WLQY	3. WLYF-F
4. WRBD	4. WAIA-F	WAIA-F	4. WAIA-F	4. WINZ	4. WNWS
5. WINZ-F	5. WHYI-F	5. WSHE-F	5. WHYI-F	5. WNWS	5. WIOD

OTHER RATED STATIONS/METRO SHARE

WCKO-F	102.7	Pompano Beach	2.7	WINZ-F	94.9	Miami	2.8
WEXY	1520	Oakland Park	.8	WKAT	1360	Miami	.4
WFTL	1400		3.0	WQAM	560	Miami	3.0
WPIP	980	Pompano Beach	.9	WSBR	740	Boca Raton	.7
WRBD	1470	Pompano Beach	3.8	WTMI-F	93.1	Miami	1.3
WSRF	1580		.6	WVCG	1080	Coral Gables	.6
WWJF-F	106.7		3.8	WWWL-F	93.9	Miami	3.3
WEAT-F	104.5	West Palm Beach	1.0	WYOR-F	105.1	Coral Gables	2.1
WGBS	710	Miami	1.3				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		385 (6)	385 (6)	26.5
BTFL MUSIC		306 (4)	306 (4)	21.0
MOR/AC	142 (4)	67 (1)	209 (5)	14.4
NEWS/TALK	199 (2)		199 (2)	13.7
COUNTRY	56 (2)	103 (1)	159 (3)	10.9
BIG BAND	103 (4)		103 (4)	7.1
BLACK/URBAN	59 (1)		59 (1)	4.1
CLASSICAL		21 (1)	21 (1)	1.4
RELIGION	13 (1)		13 (1)	0.9
			1454 (27)	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W (DA-D) , MOR ABC-I, $31.25* (HNW) Amaturo
WLQY, 1320, 5 KW (DA-2) , BIG BAND/NOST (Al Ham) , $35.00* (----) Sunshine Wireless
WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK SBN,NBN, $39.25* (Lotus)

ALL OTHER STATIONS - SEE MIAMI TV, NEWSPAPERS,ADI - SEE MIAMI

FORT WAYNE

Market # 103	Revenue : $ 6,826,252	National Rev: $ 1,484,595
Revenue Rank # 77	Income : $ 36,424	Nat Rev per Cap: $ 3.85
Income Rank # 190	% Rev Gain: 6.4 %	Tot Rev per Cap: $ 17.70
APR 16.0	Stations: 14/14	Tot Inc per Cap: $ .09
SMSA Pop: 385,700	Diaries : 801/482:1	Profit Margin: 0.5 %
CSI: 3.0 Bil (# 100)	CSI HH: 22.4 M (# 100)	Retail $: 1.6 Bil (# 109)
	Standard Error: .687	Retail Sales %: .386

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WOWO	102/20.5	21.9	17.8	26.0	26.9	1. WOWO	264	1. WOWO	3779/46.6
2. WMEE-F	86/17.3	12.5	14.3	14.7	13.9	2. WMEE-F	142	2. WMEE-F	2045/35.6
3. WEZV-F	67/13.5	11.1	12.0	16.9	17.1	3. WPTH-F	103	3. WPTH-F	1732/25.4
WQHK	67/13.5	14.1	11.3	7.9	7.1	4. WQHK	85	4. WQHK	1049/26.9
5. WXKE-F	42/ 8.4	9.5	11.3	9.3	6.4	5. WEZV-F	71	5. WEZV-F	718/20.1
6. WPTH-F	41/ 8.2	9.1	9.6	9.7	8.0	6. WXKE-F	43	6. WXKE-F	448/14.1
7. WLYV	11/ 2.2	2.2	4.6	3.3	2.1	7. WJR	21	7. WJR	443/ 3.0
8. WKSY-F	9/ 1.8	3.8	1.5	---	---	8. WLYV	13	8. WLYV	351/10.1
9. WFCV	8/ 1.6	.8	2.4	---	---	9. WKSY-F	12	9. WGL	221/ 6.8
10. WGL	6/ 1.2	1.6	1.3	2.5	3.6	10. WIFF	10	10. WHUZ-F	179/ 2.7

12+ FM SHARE (METRO): 55.63% (252 of 453) (O/N 80: 55.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WMEE-F	1. WMEE-F	1. WQHK	1. WOWO	1. WOWO
2. WPTH-F	2. WXKE-F	2. WQHK	2. WOWO	2. WQHK	2. WMEE-F
	3. WOWO	3. WOWO	3. WEZV-F	3. WEZV-F	3. WPTH-F
	4. WPTH-F	4. WXKE-F	4. WMEE-F		4. WQHK

OTHER RATED STATIONS/METRO SHARE

WIFF	1570	Auburn	1.0	WHUZ-F	103.1	Huntington	1.0
WIFF-F	105.5	Auburn	.4	WJR	760	Detroit	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		169 (3)	169 (3)	37.3
MOR/AC	121 (4)	5 (1)	126 (5)	27.8
BTFL MUSIC		76 (2)	76 (2)	16.8
COUNTRY	72 (2)	2 (1)	74 (3)	16.3
RELIGION	8 (1)		8 (1)	1.8
			453 (14)	

RADIO STATIONS

WFCV, 1090,	1 KW (DAYS,DA),	RELIGION		, $13.00	(----)	Bolt
WGL , 1250,	1 KW (DA-2)	, MOR	CBS,	$ 7.00	(----)	
WIFF, 1570,	500 W	, COUNTRY	MBS,	$ 8.50	(Pates)	(AUBURN)
WLYV, 1450,	1 KW/250 W	, OLDIES	RKO,	$23.00	(Regional)	Jack Nicklaus
WOWO, 1190,	50 KW (DA-N)	, MOR	ABC-I,	$70.63	(RAR)	Westinghouse
WQHK, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E,	$40.25	(Eastman)	Federated
WEZV-F, 101.7,	3 KW @ 300,	BTFL MUS (Kala Music)	,	$38.50	(Christal)	Fairfield
WMEE-F, 97.3,	48 KW @ 480,	ROCK	,	$50.00	(Eastman)	Federated
WPTH-F, 95.1,	44 KW @ 680,	ROCK	ABC-C,	$32.00*	(Torbet)	Sarkes-Tarzian
WXKE-F, 103.9,	3 KW @ 250,	AOR	Source,	$20.00	(Selcom)	
WKSY-F, 106.3,	3 KW @ 300,	BTFL MUS (Bonne)	,	$10.00*	(Torbet)	(COLUMBIA CITY)

TV STATIONS

WANE	Ft. Wayne	15	CBS, Corinthian	WFFT	Ft. Wayne	55	IND
WKJG	Ft. Wayne	33	NBC, Tony Hulman Family	WPTA	Ft. Wayne	21	ABC, Comb/ Gannett

NEWSPAPERS

Fort Wayne Journal Gazette	M	60,093
Fort Wayne News-Sentinel	E	71,705

FRESNO

Market # 82
Revenue Rank #61
Income Rank # 227
APR 17.1
SMSA Pop: 515,700
CSI: 3.6 Bil (# 88)

Revenue : $ 8,820,511
Income : $ —10,499
% Rev Gain: 24.8%
Stations: 27/20
Diaries: 849/607:1
CSI HH: 20.0 M (# 213)
Standard Error: .714

National Rev: $ 3,447,316
Nat Rev per Cap: $ 6.68
Tot Rev per Cap: $17.10
Tot Inc per Cap: $ .20
Profit Margin: —
Retail $: 2.4 Bil (# 74)
Retail Sales %: .272

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KYNO-F	72/9.7	11.0	7.0	9.0	9.4	1. KFYE-F	237	1. KFYE-F	2596/21.7
2. KKNU-F	70/9.5	11.4	9.6	9.5	10.6	2. KMJ	117	2. KMJ	1683/19.9
3. KFYE-F	69/9.3	7.4	9.3	7.4	7.5	3. KKNU-F	106	3. KFRE	1281/12.5
4. KMJ	65/8.8	8.8	8.6	8.5	8.4	4. KYNO-F	74	4. KYNO-F	1071/22.8
5. KMAK	37/5.0	5.1	5.8	6.9	8.1	KFRE	74	5. KKNU-F	1048/16.2
6. KGST	35/4.7	4.8	3.3	3.9	4.0	6. KBOS-F	60	6. KARM	767/13.5
7. KARM	32/4.3	3.6	2.6	4.6	4.0	7. KKDJ-F	57	7. KBOS-F	765/ 7.6
8. KFIG-F	31/4.2	5.5	7.7	3.9	2.9	8. KGST	55	8. KKDJ-F	666/ 8.7
9. KFRE	29/3.9	1.2	3.6	4.8	4.9	KARM	55	9. KFIG-F	606/13.0
KXEX	29/3.9	4.7	8.0	3.6	4.8	10. KMAK	43	10. KFRY-F	604/ 6.2

12+ FM SHARE (METRO): 53.60% (357 of 666) (O/N 80: 53.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYNO-F	1. KFYE-F	1. KFYE-F	1. KKNU-F	1. KMJ	1. KFYE-F
2. KFYE-F	2. KYNO-F	2. KYNO-F	2. KARM	2. KKNU-F	2. KMJ
3. KBOS-F	3. KKDJ-F	3. KARM	KMJ	3. KMAK	3. KFRE
	4. KXEX	4. KFIG-F	4. KFYE-F	4. KGST	4. KYNO-F

OTHER RATED STATIONS/METRO SHARE

KBIF	900		1.1	KYNO	1300		1.6
KEAP	980		.7	KBOS-F	94.9	Tulare	3.8
KFRY-F	101.9		2.3	KCBS	740	San Francisco	.8
KIRV	1510		.9	KIOY-F	103.7	Hanford	1.6
KKDJ-F	105.9		3.8	KJUG-F	106.7	Tulare	.7
KLIP	1220	Fowler	.8	KLTA-F	98.9	Dinuba	.8
KNAX-F	97.9		1.4	KNGS	620	Hanford	1.5
KTED-F	96.7	Fowler	1.2	KRDU	1130	Dinuba	1.5
KXQR	790	Clovis	2.2				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	240 (6)	252 (7)	37.8
BTFL MUSIC	16 (1)	76 (2)	92 (3)	13.8
COUNTRY	53 (3)	22 (2)	75 (5)	11.3
NEWS/TALK	71 (2)		71 (2)	10.7
MOR/AC	61 (2)	10 (1)	71 (3)	10.7
SPANISH	64 (2)		64 (2)	9.6
RELIGION	19 (2)		19 (2)	2.9
UNKNOWN/OTHER	7 (1)	9 (1)	16 (2)	2.4
BLACK	6 (1)		6 (1)	0.9
			666 (27)	

RADIO STATIONS

KARM, 1430, 5 KW (DA-1), AC/CONTEMP , $26.00* (----) Davis/Weaver
KFRE, 940, 50 KW (DA-2), MOR ABC-I, $30.50* (Mc-Guild)
KGST, 1600, 5 KW (DA-N), SPANISH , $13.00 (Lotus)
KMAK, 1340, 1 KW/250 W , COUNTRY ABC-E, $20.38* (Christal)
KMJ , 580, 5 KW , NEWS/TALK NBC,CBS, $42.50 (Katz) McClatchy
KXEX, 1550, 500 W (DAYS), SPANISH , $16.00 (Caballers)

KFIG-F, 101.1, 50 KW @ 352, CONTEMP , $26.00* (----) Davis/Weaver
KFRY-F, 101.9, 2 KW @ 1880, COUNTRY , $20.00* (Mc-Guild)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GRAND RAPIDS

Market # 68; ADI # 38
Revenue Rank # 51
Income Rank # 49
APR 16.0
SMSA Pop: 596,200
CSI: 4.3 Bil (# 72)

Revenue: 10,553,052
Income : 534,260
% Rev Gain: 10.6%
Stations: 27/21
Diaries: 983/607:1
CSI HH: 21.5 M (# 141)
Standard error: .607

National Rev: $ 1,882,713
Nat Rev per Cap: $ 3.15
Tot Rev per Cap: $ 17.70
Tot Inc per Cap: $ .90
Profit Margin: 5.1%
Retail $: 2.7 Bil (# 67)
Retail Sales%: .360

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WLAV-F	106/13.3	14.1	13.3	9.1	9.1
2. WOOD-F	101/12.7	12.8	12.9	15.1	14.9
3. WCUZ-F	87/10.9	7.6	5.0	4.5	3.4
4. WOOD	65/ 8.2	8.3	12.2	14.0	11.4
5. WGRD-F	52/ 6.5	8.2	7.2	7.7	5.2
6. WZZR-F	50/ 6.3	4.3	8.3	6.0	4.7
7. WJFM-F	41/ 5.2	6.3	6.4	5.8	6.1
WXQT	41/ 5.2	2.5	1.9	1.5	2.1
9. WFUR-F	35/ 4.4	4.5	3.7	2.9	4.3
10. WCUZ	34/ 4.3	5.3	3.7	5.9	7.3

12+ TSA 1/4	
1. WLAV-F	209
2. WOOD-F	179
3. WCUZ-F	134
4. WGRD-F	119
5. WJFM-F	100
6. WOOD	74
7. WZZR-F	68
WQLR-F	68
9. WQWQ-F	61
10. WXQT	43

12+ TSA CUME/MSA CUME RAT	
1. WOOD-F	2664/30.5
2. WLAV-F	2537/24.2
3. WGRD-F	2366/21.1
4. WJFM-F	1574/13.8
5. WCUZ-F	1527/20.1
6. WOOD	1416/24.3
7. WZZR-F	1153/16.0
8. WQLR-F	814/ 2.8
9. WQWQ-F	712/ 5.5
10. WFUR-F	642/10.3

12+ FM SHARE (METRO): 70.62% (524 of 742) (FALL 80: 69.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WOOD-F	1. WOOD-F
WLAV-F	2. WZZR-F	2. WCUZ-F	2. WOOD-F	2. WCUZ-F	2. WCUZ-F+
	3. WJFM-F	3. WOOD-F	3. WJFM-F	3. WOOD	3. WLAV-F
	4. WCUZ-F	4. WZZR-F	4. WZZR-F	4. WXQT	4. WOOD

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	208 (3)	213 (4)	28.7
BTFL MUSIC		155 (4)	155 (4)	20.9
COUNTRY	34 (1)	112 (4)	146 (5)	19.7
MOR/AC	100 (5)	41 (1)	141 (6)	19.0
BIG BAND	41 (1)		41 (1)	5.5
RELIGION	24 (4)	8 (1)	32 (5)	4.3
NEWS/TALK	10 (1)		10 (1)	1.3
BLACK	6 (1)		6 (1)	0.8
			742 (27)	

GRAND RAPIDS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WLAV-F	1. WOOD-F	1. WLAV-F
2. WOOD-F	2. WLAV-F	2. WCUZ-F
3. WCUZ-F	3. WGRD-F	3. WOOD-F
4. WGRD-F	4. WJFM-F	4. WGRD-F
5. WJFM-F	5. WCUZ-F	5. WOOD
6. WKFR-F	6. WOOD	6. WZZR-F
7. WKZO	7. WKZO	7. WJFM-F
8. WNWN-F WOOD	8. WZZR-F	8. WCUZ
	9. WKFR-F	9. WFUR-F
10. WZZR-F	10. WQLR-F	10. WXQT
11. WQLR-F	11. WNWN-F	
12. WJXQ-F	12. WMAQ	
13. WQWQ-F	13. WLS	
14. WXQT	14. WQWQ-F	
15. WBCK	15. WKMI	

OTHER RATED STATIONS/METRO SHARE			
WFUR	1570		.8
WGHN	1370	Grand Haven	.8
WHTC	1450	Holland	1.4
WJBL	1260	Holland	.8
WJBL-F	94.5	Holland	1.0
WJPW	810	Rockford	1.5
WKWM	1140	Kentwood	.8
WMAX	1480		.6
WTWN	1340		1.3
WYGR	1530		1.1
WZND-F	99.3	Zeeland	1.6
WKJR	1520	Muskegon	.5
WMUS-F	106.9	Muskegon	.5
WPLB-F	107.3	Greenville	1.0
WQLR-F	106.5	Kalamazoo	.8
WQWQ-F	104.5	Muskegon	1.6
WLS	890	Chicago	.4

ADI FM SHARE: 68.87% (1325 of 1924) (Fall 80: 61.55%)

AM STATIONS

WCUZ,	1230,	1 KW/250 W	, COUNTRY	CBS,	$35.25	(Eastman)	Federated
WOOD,	1300,	5 KW (DA-N)	, MOR	NBC,	$49.75	(Katz)	WOOD Inc
WXQT,	1410,	1 KW (DAYS)	, BIG BAND/NOST (Al Ham)	ABC-I,	$15.00*	(Torbet)	Regional
WBCK,	930,	5 KW/1 KW (DA-2)	, MOR	NBC,	$17.00	(Masla)	(BATTLE CREEK)

FM STATIONS

WCUZ-F,	101.3,	50 KW @ 420,	COUNTRY	CBS	$35.25	(Eastman)	Federated
WFUR-F,	102.9,	40 KW @ 257,	BTFL MUS	,	$12.00	(Mich Spot)	Kuiper
WGRD-F,	97.9,	13 KW @ 590,	ROCK	ABC-C,	$54.50	(Torbet)	Regional
WJFM-F,	93.7,	320 KW @ 850,	SOFT ROCK (TM)	MBS,	$24.25	(Mc-Guild)	Fetzer
WLAV-F,	96.9,	50 KW @ 500,	AOR (Burk-Abr)	Source,ABC-F,	$55.00*	(Blair)	
WOOD-F,	105.7,	265 KW @ 811,	BTFL MUS (Schulke)	,	$88.00	(Katz)	WOOD Inc
WZZR-F,	95.7,	50 KW @ 175,	AC/CONTEMP	RKO,	$31.50*	(Selcom)	Liggett
WMUS-F,	106.9,	50 KW @ 285,	COUNTRY	,	$15.00	(Masla)	(MUSKEGON)
WQWQ-F,	105.5,	50 KW @ 375,	BTFL MUS	,	$15.00	(?)	(MUSKEGON)
WJXQ-F,	106.1,	50 KW @ 500,	AOR	,	$26.50	(Christal)	(JACKSON)

WLS, WMAQ - See Chicago   Other Stations - See Kalamazoo

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	125,222,	Newhouse
Kalamazoo Gazette	E	59,559,	Newhouse
Muskegon Chronicle	E	44,198,	Newhouse
Battle Creek Enquirer	E	33,366,	Gannett

GREENSBORO/WINSTON SALEM

Market # 49
Revenue Rank # 49
Income Rank # 369
APR 14.2
SMSA Pop: 824,300
CSI: 6.2 Bil (# 53)

Revenue : $11,008,432
Income : $ -782,176
% Rev Gain: +11.5
Stations: 33/28
Diaries: 1054/782:1
CSI HH: 20.6 M (# 180)
Standard Error: .566

National Rev: $1,789,143
Nat Rev per Cap: $2.17
Tot Rev per Cap: $13.35
Tot Inc per Cap: $-.95
Profit Margin: ---
Retail $: 3.5 Bil (# 49)
Retail Slaes %: .283

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WTQR-F	158/15.8	16.6	11.2	12.6
2. WKZL-F	89/ 8.9	7.4	10.4	9.3
3. WGLD-F	84/ 8.4	9.5	7.4	10.1
4. WSEZ-F	83/ 8.3	9.2	3.3	7.3
5. WRQK-F	70/ 7.0	6.2	8.1	6.2
6. WSJS	68/ 6.8	7.4	8.0	8.0
7. WQMG-F	55/ 5.5	6.6	5.7	5.7
8. WBIG	38/ 3.8	3.2	3.6	3.7
9. WAIR	36/ 3.6	2.4	2.3	2.7
10. WAAA	35/ 3.5	2.5	5.2	3.4

12+ TSA 1/4	
1. WTQR-F	256
2. WQMG-F	132
3. WSEZ-F	115
4. WKZL-F	110
5. WGLD-F	97
6. WRQK-F	95
7. WSJS	80
8. WSOC-F	59
9. WRAL-F	41
10. WSLQ-F	40

12+ TSA CUME/MSA CUME RAT	
1. WTQR-F	3421/25.0
2. WRQK-F	1618/14.6
3. WSEZ-F	1554/16.2
WKZL-F	1554/15.2
5. WSJS	1293/15.7
6. WGLD-F	1249/14.7
7. WQMG-F	931/ 8.6
8. WSOC-F	792/ 3.1
9. WBIG	773/10.4
10. WWMO-F	574/ 3.6

12+ FM SHARE (METRO): 69.18% (642 of 928) (O/N 80: 64.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSEZ-F	1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WKZL-F	2. WTQR-F	2. WKZL-F	2. WGLD-F	2. WGLD-F	2. WSJS
3. WRQK-F	3. WSEZ-F	3. WSEZ-F	3. WSEZ-F	3. WSJS	3. WQMG-F
4. WQMG-F	4. WRQK-F	4. WRQK-F	4. WSJS	4. WBIG	4. WSEZ-F

OTHER RATED STATIONS/METRO SHARE

WBUY	1440	Lexington	1.0
WLXN-F	94.1	Lexington	.2
WCOG	1320	Greensboro	1.0
WCSE-F	92.3	Asheboro	.6
WEAL	1510	Greensboro	1.7
WGOS	1070	High Point	.7
WGWR	1260	Asheboro	.7
WHPE-F	95.5	High Point	.9
WKEW	1400	Greensboro	.4
WMFR	1230	High Point	1.6
WMFR-F	99.5	High Point	.7
WOKX	1590	High Point	.6
WPET	950	Greensboro	.8
WTNC	790	Thomasville	1.3
WTOB	1380	Winston Salem	1.1
WBAG-F	93.9	Burlington,NC	.5
WEZC-F	104.7	Charlotte	1.0
WFMX-F	105.7	Statesville,NC	.6
WRAL-F	101.5	Raleigh	1.3
WROQ-F	95.1	Charlotte	.6
WSLQ-F	99.1	Roanoke	1.4
WSOC-F	103.7	Charlotte	.9
WWMO-F	102.1	Reidsville,NC	1.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	10 (1)	280 (7)	290 (8)	31.3
COUNTRY	29 (3)	179 (4)	208 (7)	22.4
BLACK	88 (3)	55 (1)	143 (4)	15.4
MOR/AC	140 (6)		140 (6)	15.1
BTFL MUSIC		101 (3)	101 (3)	10.9
RELIGION	8 (1)	27 (3)	36 (4)	3.9
BIG BAND	11 (1)		11 (1)	1.2
			928 (33)	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS), BLACK	NBN, $21.00 (PRO)	
WAIR, 1340, 1 KW/250 W , BLACK	, $10.50 (Torbet)	
WBIG, 1470, 5 KW (DA-N), AC	CBS, $30.00* (Christal)	Jeff-Pilot
WSJS, 600, 5 KW (DA-2), MOR	NBC, $85.00* (Mc-Guild)	Summit
WGLD-F, 100.3, 100 KW @ 400, BTFL MUS (Bonne)	, $50.00* (Blair)	Mann
WKZL-F, 107.5, 100 KW @ 500, AOR (Burk-Abr)	, $62.50 (Katz)	Nationwide

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

GREENVILLE-SPARTANBURG

Market # 72; ADI # 37
Revenue Rank # 62
Income Rank # 25
APR 14.6
SMSA Pop: 579,100
CSI: 4.0 Bil (# 80)

Revenue : $8,699,839
Income : $1,159,243
% Rev Gain: +10.8
Stations: 26/23
Diaries: 1107/523:1
CSI HH: 19.7 M (# 232)
Standard Error: .561

National Rev: $1,562,800
Nat Rev per Cap: $2.70
Tot Rev per Cap: $15.02
Tot Inc per Cap: $2.00
Profit Margin: 13.3%
Retail $: 2.2 Bil (# 82)
Retail Sales %: .341

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WESC-F	90/12.7	12.4	12.3	11.4
2. WFBC-F	80/11.3	9.1	12.7	11.7
3. WSPA-F	65/ 9.2	9.2	9.5	10.8
4. WANS-F	58/ 8.2	12.4	6.3	9.7
5. WHYZ	56/ 7.9	7.2	10.5	6.6
6. WSPA	39/ 5.5	5.0	3.8	5.1
7. WORD	32/ 4.5	4.2	3.9	4.1
8. WASC	30/ 4.2	2.9	---	5.6
9. WSSL-F	29/ 4.1	3.7	5.3	5.5
10. WAIM-F	27/ 3.8	1.6	2.2	.6

12+ TSA 1/4	
1. WFBC-F	209
2. WESC-F	191
3. WSPA-F	124
4. WANS-F	123
5. WHYZ	100
6. WSSL-F	80
7. WAIM-F	69
8. WLOS-F	50
9. WSPA	45
10. WORD	38

12+ TSA CUME/MSA CUME RAT	
1. WFBC-F	2591/26.2
2. WESC-F	2500/22.9
3. WANS-F	1783/17.9
4. WSPA-F	1529/18.4
5. WSSL-F	1106/ 8.1
6. WAIM-F	1069/11.2
7. WHYZ	828/10.0
8. WFBC	811/13.2
9. WBCY-F	788/ 3.8
10. WSPA	777/13.1

12+ FM SHARE (METRO): 58.74% (393 of 669) (O/N 80: 57.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WANS-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WESC-F	1. WFBC-F+
2. WHYZ	2. WANS-F	2. WESC-F	2. WFBC-F	2. WSPA-F	2. WESC-F+
3. WFBC-F	3. WHYZ	3. WHYZ	3. WSPA-F	3. WFBC-F	3. WSPA-F
WORD	4. WESC-F	4. WSPA-F	4. WHYZ	4. WSPA	4. WANS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	58 (2)	173 (4)	231 (6)	34.5
COUNTRY	37 (4)	129 (4)	163 (8)	24.4
BTFL MUSIC	14 (1)	87 (3)	101 (4)	15.1
BLACK	86 (2)		86 (2)	12.9
MOR/AC	64 (2)		64 (2)	9.6
RELIGION	17 (3)	4 (1)	21 (4)	3.1
			669 (26)	

GREEN-SPART-ASHE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WFBC-F	1. WFBC-F	1. WFBC-F
2. WESC-F	2. WESC-F	2. WHYZ
3. WANS-F	3. WANS-F	3. WESC-F
4. WSPA-F	4. WSPA-F	4. WSPA-F
5. WWNC	5. WWNC	5. WSPA
6. WLOS-F	6. WLOS-F	6. WANS-F
7. WHYZ	7. WSSL-F	7. WORD
8. WSSL-F	8. WAIM-F	8. WQOK
9. WAIM-F	9. WFBC	9. WFBC
10. WSPA	10. WESC	10. WASC
11. WORD	11. WSPA	
12. WESC	12. WHYZ	
13. WFBC	13. WORD	
14. WASC	14. WKIT-F	
15. WKIT-F	15. WBCY-F	

OTHER RATED STATIONS/METRO SHARE			
WCKI	1300	Greer	.7
WEAB	800	Greer	.4
WELP	1360	Easley	.6
WESC	660		3.1
WFBC	1330		3.5
WFIS	1600	Fountain Inn	.7
WKDY	1400		1.0
WMRB	1490		2.0
WMUU	1260		1.1
WMUU-F	94.5		1.4
WQOK	1440		3.7
WAGI-F	105.3	Gaffney	.7
WMIT-F	106.9	Black Mnt,NC	.6
WKIT-F	102.5	Hendersonvll,NC	.7
WLOS-F	99.9	Asheville,NC	1.7
WBCY-F	107.9	Charlotte	1.1

ADI FM SHARE: 63.19% (1083 of 1714) (O/N 80: 57.64%)

AM STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	SBN,	$12.00	(Howard)	
WESC, 660, 10 KW (DAYS)	, COUNTRY	ABC-E,	$45.00	(Blair)	
WFBC, 1330, 5 KW (DA-N)	, MOR	NBC,	$60.00	(Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	NBN,	$14.00	(----)	
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	,	$25.00	(Masla)	
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C,	$23.50*	(----)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,	$40.00*	(Mc-Guild)	Spartan
WWNC, 570, 5 KW (DA-N)	, COUNTRY	,	$51.75	(Katz)	Multimedia (ASHEVILLE)

FM STATIONS

WESC-F, 92.5, 100 KW @ 2000	, COUNTRY	ABC-E,	$45.00	(Blair)	
WFBC-F, 93.7, 100 KW @ 1840	, CONTEMP (Drake-Chen)	ABC-F,	$60.00	(Katz)	Multimedia
WSPA-F, 98.9, 100 KW @ 1910	, BTFL MUS (FM-100)	,	$40.00*	(Mc-Guild)	Spartan
WAIM-F, 101.1, 100 KW @ 330	, CONTEMP/AC	MBS,	$22.61	(----)	(ANDERSON)
WANS-F, 107.3, 100 KW @ 1008	, ROCK	Source,	$35.00	(Torbet)	(ANDERSON)
WKIT-F, 102.5, 100 KW @ 332	, COUNTRY (Drake-Chen)	ABC-F,	$ 8.00	(Southern)	(HENDERSONVILLE)
WLOS-F, 99.9, 53 KW @ 2624	, BTFL MUS (Bonne)	ABC-E,	$16.75	(Torbet)	Wometco (ASHEVILLE)
WSSL-F, 100.5, 100 KW @ 1280	, COUNTRY	,	$45.25	(Eastman)	Confer (LAURENS)

WBCY-F - See Charlotte

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGS	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND

NEWSPAPERS

Anderson Independent	(M - 41,234), Mail	(E - 7,224), Harte-Hanks
Spartanburg Herald	(M - 41,230), Journal	(E - 8,123)
Greenville News	(M - 84,975), Piedmont	(E - 23,947), Multimedia
Asheville Citizen, Times	ME 64,573, Multimedia	

HARRISBURG

Market # 93
Revenue Rank # 94
Income Rank # 161
APR 18.5
SMSA Pop: 443,000
CSI: 3.9 Bil (# 83)

Revenue : $5,566,337
Income : $ 84,271
% Rev Gain: +7.9
Stations: 22/13
Diaries: 804/551:1
CSI HH: 23.2 M (# 68)
Standard Error: .720

National Rev: $1,383,667
Nat Rev per Cap: $3.12
Tot Rev per Cap: $12.57
Tot Inc per Cap: $ .19
Retail $: 2.1 Bil (# 87
Profit Margin: 1.5%
Retail Sales %: .217

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WHP	115/16.4	15.7	17.6	16.4
2. WHP-F	81/11.6	13.2	12.1	14.5
3. WTPA-F	73/10.4	10.7	7.3	2.9
4. WRKZ-F	66/ 9.4	8.4	8.5	4.8
5. WKBO	44/ 6.3	7.6	5.9	5.0
6. WHYL	38/ 5.4	3.4	5.8	7.0
7. WQXA-F	36/ 5.1	4.7	5.0	6.6
8. WSFM-F	33/ 4.7	5.6	5.9	4.6
9. WCMB	31/ 4.4	5.4	3.2	2.8
10. WQVE-F	24/ 3.4	2.6	3.5	2.1

12+ TSA 1/4	
1. WRKZ-F	151
2. WHP	128
3. WTPA-F	106
4. WQXA-F	101
WHP-F	101
6. WSBA	57
7. WNCE-F	56
8. WSBA-F	48
9. WKBO	46
10. WHYL	44

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	1541/15.2
2. WHP	1278/31.1
3. WRKZ-F	1383/16.8
4. WHP-F	1088/21.8
5. WTPA-F	1076/18.0
6. WSBA	964/ 2.1
7. WKBO	772/18.8
8. WSBA-F	698/ 3.7
9. WNCE-F	682/ 4.8
10. WSFM-F	652/14.6

12+ FM SHARE (METRO): 58.39% (376 of 644) (O/N 80: 56.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP	1. WHP-F	1. WHP
2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WRKZ-F
3. WQVE-F	WKBO	3. WHP	3. WHP-F	3. WRKZ-F	3. WQXA-F
	4. WSFM-F	4. WKBO	4. WKBO	4. WCMB	4. WHP-F

OTHER RATED STATIONS/METRO SHARE

WFEC	1400		1.9
WHYL-F	102.3	Carlisle	2.6
WIOO	1000	Carlisle	2.3
WQIN	1290	Lykens	.9
WDAC-F	94.5	Lancaster	.6
WNCE-F	101.3	Lancaster	1.6
WQKX-F	94.1	Sunbury	.3
WRHY-F	92.7	Starview	2.7
WSBA	910	York	.6
WSBA-F	103.3	York	.6
WUFM-F	100.1	Lebanon	.4
WYCR-F	98.5	York	.3

FORMATS	AM	FM	TOTAL	%
MOR/AC	185 (5)		185 (5)	28.7
ROCK/AOR/CONTEMP		171 (6)	171 (6)	26.6
COUNTRY	69 (2)	86 (3)	155 (5)	24.1
BTFL MUSIC		96 (3)	96 (3)	14.9
BIG BAND		19 (1)	19 (1)	3.0
UNKNOWN	13 (1)		13 (1)	2.0
RELIGION		4 (1)	4 (1)	0.6
			644 (22)	

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, COUNTRY (Drake-Chen)	ABC-I,	$28.13	(Christal)	McKenna
WHP , 580, 5 KW (DA-N)	, MOR	CBS,	$100.00	(Katz)	
WHYL, 960, 5 KW (DAYS,DA)	, COUNTRY	,	$21.15*	(HNW)	
WKBO, 1230, 1 KW/250 W	, AC/CONTEMP	NBC,	$30.25	(Blair)	
WHP-F , 97.3, 50 KW @ 840	, BTFL MUS (Bonne)	,	$100.00	(Katz)	
WQVE-F, 93.5, 3 KW @ 300	, ROCK	,	$16.50	(HNW)	
WSFM-F, 99.3, 3 KW @ 300	, AC/CONTEMP	ABC-F,	$28.13	(Christal)	McKenna
WTPA-F, 104.1, 24 KW @ 670	, AOR (Burk-Abr)	,	$57.50	(Selcom)	Newhouse

OTHER STATIONS - SEE LANCASTER AND YORK

TV STATIONS			
WGAL	Lancaster	8	NBC, Pulitzer
WLYH	Lancaster	15	CBS, Gateway
WTPA	Harrisburg	27	ABC, Newhouse
WHP	Harrisburg	21	CBS
WSBA	York	43	CBS, Susquehanna

HARTFORD

Market # 38; ADI # 26
Revenue Rank # 45
Income Rank # 28
APR 17.5
SMSA Pop: 636,000
CSI: 9.7 Bil (# 34)

Revenue : $ 11,580,109
Income : $ 1,034,261
% Rev Change: 6.9
Stations: 26/11
Diaries: 1267/502:1
CSI HH: 26.2 M (# 13)
Standard Error: .584

National Rev: $ 4,245,824
Nat Rev per Cap: $ 6.68
Tot Rev per Cap: $ 18.21
Tot Inc per Cap: $ 1.63
Profit Margin: 8.9%
Retail $: 3.9 Bil (# 40)
Retail Sales %: .233

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WTIC	331/23.8	23.4	23.0	24.2	24.8
2. WTIC-F	97/ 7.0	4.7	6.2	7.9	4.0
3. WHCN-F	90/ 6.5	6.2	5.1	4.3	3.9
4. WRCH-F	87/ 6.3	7.7	9.2	11.5	9.4
5. WKSS-F	81/ 5.8	7.9	6.3	5.1	6.6
6. WDRC-F	73/ 5.3	4.0	3.4	3.8	2.4
7. WCCC-F	68/ 4.9	3.6	3.6	4.1	3.8
8. WIOF-F	55/ 4.0	3.7	4.3	3.7	2.3
9. WWYZ-F	51/ 3.7	4.0	3.4	3.1	3.9
10. WPOP	50/ 3.6	3.7	5.6	4.4	4.1
WDRC	50/ 3.6	4.2	5.3	3.3	5.4

12+ TSA 1/4	
1. WTIC	510
2. WKSS-F	193
3. WTIC-F	175
4. WHCN-F	161
WCCC-F	161
WRCH-F	161
7. WKCI-F	153
8. WDRC-F	153
9. WHYN-F	123
10. WPLR-F	119

12+ TSA CUME/MSA CUME RAT	
1. WTIC	5968/42.8
2. WTIC-F	3107/21.9
3. WDRC-F	2912/19.0
4. WCCC-F	2821/16.5
5. WHCN-F	2697/16.3
6. WKCI-F	2339/ 6.9
7. WKSS-F	2305/13.7
8. WNBC	2263/ 3.3
9. WRCH-F	2234/14.5
10. WWYZ-F	2067/11.9

12+ FM SHARE (METRO): 55.62% (698 of 1255) (O/N 80: 52.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WHCN-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WTIC-F	2. WTIC-F	2. WHCN-F	2. WRCH-F	2. WRCH-F	2. WDRC-F+
3. WCCC-F	3. WCCC-F	3. WDRC-F	3. WKSS-F	3. WKSS-F	3. WTIC-F
4. WDRC-F	4. WDRC-F	4. WWYZ-F	4. WWYZ-F	4. WPOP	4. WKCI-F
	5. WWYZ-F	WCCC-F	5. WTIC-F	5. WDRC-F	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (3)	406 (9)	473 (12)	37.7
MOR/AC	337 (2)	106 (2)	443 (4)	35.3
BTFL MUSIC	28 (1)	181 (3)	209 (4)	16.7
NEWS/TALK	61 (3)		61 (3)	4.9
BLACK	41 (1)		41 (1)	3.3
COUNTRY	23 (1)	5 (1)	28 (2)	2.2
			1255 (26)	

HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WTIC	1. WTIC	1. WTIC	WCCC	1290		.4
2. WKSS-F	2. WTIC-F	2. WTIC-F	WINF	1230	Manchester	.4
3. WKCI-F	3. WDRC-F	3. WRCH-F	WKND	1480	Windsor	3.0
4. WHCN-F	4. WKCI-F	4. WHCN-F	WMLB	1550		1.7
5. WTIC-F	5. WHCN-F	5. WKSS-F	WRCQ	910	New Britain	2.0
6. WRCH-F	6. WNBC	6. WPOP	WCTY-F	97.7	Norwich	.4
7. WPLR-F	7. WKSS-F	7. WDRC-F	WKCI-F	101.3	Hamden	1.8
8. WDRC-F	8. WCCC-F	8. WWYZ-F	WPLR-F	99.9	New Haven	1.3
9. WWYZ-F	9. WWYZ-F	9. WIOF-F	WAAF-F	107.3	Worcester	.3
10. WCCC-F	10. WRCH-F	10. WKND	WAQY-F	102.1	Springfield,MA	1.7
11. WNBC	11. WPLR-F		WCBS	880	New York	.5
12. WELI	12. WIOF-F		WHYN-F	93.1	Springfield	.9
13. WEZN-F	13. WELI		WMAS-F	94.7	Springfield	.5
14. WIOF-F	14. WPOP		WNBC	660	New York	.8
15. WPOP	15. WCBS		WOR	710	New York	.3

ADI FM SHARE: 55.03% (1584 of 2876) (O/N 80: 53.74%)

AM STATIONS

WDRC, 1260, 5 KW (DA-N) , CONTEMP , $ 52.00* (Mc-Guild) Buckley
WKND, 1480, 500 W (DAYS,DA), BLACK NBN, $ 35.00 (Lazar)
WPOP, 1410, 5 KW (DA-2) , NEWS CBS, $ 48.80 (Torbet) Merv Griffin
WTIC, 1080, 50 KW (DA-N) , MOR NBC, $292.50 (Katz)

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR ABC-C, $ 31.00 (Selcom)
WDRC-F, 102.9, 20 KW @ 810, ROCK , $ 52.00* (Mc-Guild) Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr) ABC-F, $ 51.00 (Masla) Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, BTFL MUS (Bonne) , $ 56.25 (Blair) Sturgeon

WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (Schulke) , $ 55.00 (Christal)
WIOF-F, 104.1, 14 KW @ 835, SOFT ROCK (TM) ABC-E, $ 48.00 (Torbet) Merv Griffin
WTIC-F, 96.5, 15 KW @ 810, ROCK , $ 80.33 (Katz)
WWYZ-F, 92.5, 18 KW @ 860, AC/SOFT RKO, $ 43.00* (CBS-FM)

Other Stations - See New Haven, New York, Bridgeport, Springfield

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, Post-Newsweek
WHCT	Hartford	18	IND
WTNH	New Haven	8	ABC, Capital Cities
WVIT	Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	212,244, Times-Mirror
New Haven Register	E	100,093
New Haven Journal-Courier	M	37,264
New Britain Herald	E	40,485
Waterbury Republican	M	36,442
Waterbury American	E	36,340

HONOLULU

Market # 55
Revenue Rank # 53
Income Rank # 382
APR 15.5
SMSA Pop: 778,100
CSI: 6.4 Bil (# 49)

Revenue : $10,388,705
Income : $-2,143,727
% Rev Gain: +8.9
Stations: 22/21
Diaries: 1014/767:1
CSI HH: 25.0 M (# 27)
Standard Error: .599

National Rev: $1,203,714
Nat Rev per Cap: $1.55
Tot Rev per Cap: $13.35
Tot Inc per Cap: $-2.76
Profit Margin: ---
Retail $: 3.3 Bil (# 55)
Retail Sales %: .296

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KSSK	119/12.0	10.0	15.7	18.7	16.3
2. KDUK-F	111/11.2	11.5	6.4	3.3	2.2
3. KIKI	90/ 9.1	12.2	14.2	9.8	12.2
4. KKUA	85/ 8.6	10.7	10.7	6.3	7.4
5. KULA-F	65/ 6.6	4.1	3.7	2.1	2.5
6. KCCN	62/ 6.3	3.0	5.6	5.2	4.3
KDEO	62/ 6.3	4.4	.6	.7	.4
8. KUMU-F	57/ 5.7	4.2	6.9	8.1	7.5
9. KHVH	48/ 4.8	8.1	4.4	5.3	6.8
10. KPOI	44/ 4.4	4.9	5.3	4.8	5.0

METRO AND TSA
ARE THE SAME

12+ CUME/CUME RATING	
1. KSSK	2082/32.6
2. KKUA	1690/26.4
3. KIKI	1567/24.5
4. KDUK-F	1389/21.7
5. KHVH	1093/17.1
6. KULA-F	1023/16.0
7. KCCN	852/13.3
8. KUMU-F	802/12.6
9. KGU	792/12.4
10. KPOI	680/10.6

12+ FM SHARE (METRO): 30.73% (299 of 973) (O/N 80: 23.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDUK-F	1. KDUK-F	1. KDUK-F	1. KSSK	1. KSSK	1. KSSK
KIKI	2. KKUA	2. KKUA	2. KCCN	2. KCCN	2. KIKI+
3. KULA-F	3. KIKI	3. KIKI	3. KKUA	3. KUMU-F	3. KDUK-F
4. KKUA	4. KULA-F	KSSK	4. KIKI	4. KHVH	4. KKUA

OTHER RATED STATIONS/METRO SHARE

KAIM	870	.8	KIOE	1080	3.5	KQMQ-F	93.1	3.4
KAIM-F	95.5	.9	KISA	1540	.9	KSHO-F	96.3	1.1
KGU	760	3.0	KOHO	1170	1.3	KUMU	1500	1.9
KMAI-F	93.9	1.2	KORL	650	3.5	KZOO	1210	1.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	210 (3)	222 (4)	432 (7)	44.4
MOR/AC	193 (3)		193 (3)	19.8
ETHNIC	99 (4)		99 (4)	10.2
BTFL MUSIC	19 (1)	57 (1)	76 (2)	7.8
COUNTRY	62 (1)		62 (1)	6.4
NEWS/TALK	48 (1)		48 (1)	4.9
BIG BAND	35 (1)		35 (1)	3.6
UNKNOWN		11 (1)	11 (1)	1.1
RELIGION	8 (1)		8 (1)	0.8
CLASSICAL		9 (1)	9 (1)	0.9
			973 (22)	

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN , $11.67 (PRO)
KDEO, 940, 10 KW, COUNTRY (Drake-Chen) MBS, $? ? (?)
KHVH, 990, 5 KW, NEWS ABC-E,NBC, $33.00 (HNW)
KIKI, 830, 10 KW, ROCK ABC-C, $40.00 (Masla)
KKUA, 690, 10 KW, CONTEMP , $28.56 (Selcom) LA Coke
KPOI, 1040, 10 KW, BTFL/MOR (Schulke II) , $27.50 (Katz) Sudbrink
KSSK, 590, 5 KW, MOR MBS, $42.75 (Eastman) Heftel
KGU , 760, 10 KW, AC , $16.50 (Blair)

KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr) , $55.00 (Katz) Sudbrink
KULA-F, 93.3, 100 KW @ 1685, ROCK (TM) , $15.00 (Eastman) Heftel
KUMU-F, 94.7, 60 KW @ -140, BTFL MUS (FM-100) , $24.00 (Torbet)

8-70

TV STATIONS KIKU Honolulu 13 IND, United KHON Honolulu 2 NBC, DM Register

HOUSTON

Market # 9; ADI # 10
Revenue Rank # 9
Income Rank # 3
APR 15.8
SMSA Pop: 2,969,900
CSI: 26.4 Bil (# 10)

Revenue : $51,149,048
Income : $11,165,445
% Rev Gain: +20.5
Stations: 28/33
Diaries: 1961/1514:1
CSI HH: 25.2 M (# 26)
Standard Error: .449

National Rev: $15,561,697
Nat Rev per Cap: $5.24
Tot Rev per Cap: $17.22
Tot Inc per Cap: $3.76
Profit Margin: 21.8%
Retail $: 17.1 Bil (# 7)
Retail Sales %: .246

12+ METRO 1/4/SHARE		SUM 81	SPG 81	WIN 81	O/N 80
1. KMJQ-F	316/7.7	11.2	13.2	11.0	10.8
2. KIKK-F	306/7.4	5.9	6.2	9.0	10.5
3. KRLY-F	298/7.3	5.8	4.3	4.0	4.6
4. KLOL-F	289/7.0	6.6	6.2	5.7	4.7
5. KILT-F	275/6.7	8.8	8.6	2.9	3.0
6. KRBE-F	257/6.3	4.8	5.5	6.9	5.6
7. KTRH	251/6.1	6.4	5.7	6.2	5.0
8. KFMK-F	247/6.0	4.0	3.7	2.8	3.5
9. KODA-F	229/5.6	5.2	5.3	4.6	5.3
10. KPRC	224/5.5	6.5	5.2	5.3	5.3
11. KYND-F	167/4.1	4.9	6.2	5.6	5.4
12. KQUE-F	141/3.4	2.9	3.0	3.8	2.5
13. KSRR-F	115/2.8	2.0	1.9	2.3	2.8
14. KILT	90/2.2	2.3	2.5	2.7	2.8
15. KENR	83/2,0	2.8	3.3	3.1	3.2

12+ TSA 1/4	
1. KMJQ-F	347
2. KIKK-F	335
3. KTRH	314
4. KRLY-F	305
KLOL-F	305
6. KILT-F	292
7. KRBE-F	274
8. KFMK-F	255
9. KODA-F	250
10. KPRC	230
11. KYND-F	170
12. KQUE-F	144
13. KILT	129
14. KSRR-F	115
15. KENR	86

12+ TSA CUME/MSA CUME RAT	
1. KTRH	4763/14.6
2. KIKK-F	4724/16.3
3. KRBE-F	4205/14.7
4. KILT-F	4196/14.9
5. KLOL-F	4071/14.7
6. KMJQ-F	3860/13.7
7. KRLY-F	3713/13.6
8. KODA-F	3256/11.2
9. KFMK-F	3192/11.9
10. KPRC	3074/11.1
11. KILT	2683/ 8.7
12. KYND-F	2676/ 9.9
13. KSRR-F	2425/ 9.3
14. KENR	2228/ 8.3
15. KULF	2029/ 7.3

12+ FM SHARE (METRO): 71.71% (2778 of 3874) (O/N 80: 65.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRBE-F	1. KLOL-F	1. KIKK-F	1. KIKK-F	1. KIKK-F	1. KTRH
2. KRLY-F	2. KFMK-F	2. KFMK-F	2. KILT-F	2. KPRC	2. KIKK-F
3. KLOL-F	3. KMJQ-F	3. KMJQ-F	3. KFMK-F	3. KODA-F	3. KPRC
4. KMJQ-F	4. KRLY-F	4. KILT-F	4. KODA-F	4. KTRH	4. KILT-F
5. KSRR-F	5. KIKK-F	5. KLOL-F	5. KMJQ-F	5. KYND-F	5. KRBE-F
6. KILT-F	6. KILT-F	6. KRLY-F	6. KRLY-F	6. KILT-F	6. KFMK-F
7. KIKK-F	7. KRBE-F	7. KRBE-F	7. KRBE-F	7. KQUE-F	7. KLOL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		959 (4)	959 (4)	24.8
COUNTRY	221 (4)	581 (2)	802 (6)	20.7
NEWS/TALK	475 (2)		475 (2)	12.3
MOR/AC	85 (2)	388 (2)	473 (4)	12.2
BLACK/URBAN	83 (2)	316 (1)	399 (3)	10.3
BTFL MUSIC		396 (2)	396 (2)	10.2
SPANISH	232 (4)		232 (4)	6.0
CLASSICAL		74 (1)	74 (1)	1.9
RELIGION		64 (2)	64 (2)	1.7
			3874 (28)	

HOUSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KIKK-F	1. KIKK-F	1. KMJQ-F
2. KMJQ-F	2. KTRH	2. KTRH
3. KLOL-F	3. KILT-F	3. KRLY-F
4. KRLY-F	4. KRBE-F	4. KILT-F
5. KTRH	5. KLOL-F	5. KIKK-F
6. KILT-F	6. KMJQ-F	6. KLOL-F
7. KRBE-F	7. KRLY-F	7. KRBE-F
8. KFMK-F	8. KFMK-F	8. KFMK-F
9. KODA-F	9. KODA-F	9. KODA-F
10. KPRC	10. KPRC	10. KPRC
11. KYND-F	11. KYND-F	
12. KQUE-F	12. KILT	
13. KILT	13. KSRR-F	
14. KSRR-F	14. KENR	
15. KENR	15. KULF	

OTHER RATED STATIONS/METRO SHARE			
KCOH	1430		.8
KGOL-F	107.3	Lake Jackson	1.2
KHCB-F	105.7		.4
KIKK	650		.6
KNUZ	1230		.6
KXYZ	1320		.3
KYOK	1590		1.2
KYST	920	Texas City	.4
KEYH	850		1.9
KLAT	1010		1.9
KLEF-F	94.5		1.8
KLVL	1480	Pasadena	1.4
KULF	790		1.6

ADI FM SHARE: 70.19% (2908 of 4143) (O/N 80: 64.64%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY , $ 90.00* (Katz) Lake Huron
KILT, 610, 5 KW (DA-2) , COUNTRY , $ 85.00* (Blair) LIN
KPRC, 950, 5 KW (DA-N) , NEWS/TALK NBC, $ 90.00* (CBS Spot) Houston Post

KTRH, 740, 50 KW (DA-1) , NEWS/TALK CBS,MBS, $ 95.00* (Christal)
KULF, 790, 5 KW (DA-2) , AC RKO, $ 78.13 (Eastman) Harte-Hanks

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, AC/CONTEMP , $100.00* (RKO) First Media
KIKK-F, 95.7, 100 KW @ 995, COUNTRY , $152.55* (Torbet) Viacom
KILT-F, 100.3, 100 KW @ 790, COUNTRY , $110.00* (Blair) LIN
KLOL-F, 101.1, 100 KW @ 790, AOR , $ 90.00* (Christal)
KMJQ-F, 102.1, 100 KW @ 790, URBAN , $150.00* (Mc-Guild) Amaturo

KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne) , $ 90.00* (RAR) Westinghouse
KQUE-F, 102.9, 280 KW @ 700, MOR ABC-E, $ 75.00* (MMR) Texas Coast
KRBE-F, 104.1, 100 KW @ 790, CONTEMP Source, $193.88* (Katz) Lake Huron
KRLY-F, 93.7, 100 KW @ 790, ROCK , $122.50* (Masla) Gulf
KSRR-F, 96.5, 100 KW @ 580, AOR ABC-C, $ 66.75* (HNW) ABC
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke) , $121.88 (Eastman) Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	321,133
Houston Post	M	304,525

HUNTINGTON

Market # 122; ADI # 43
Revenue Rank # 111
Income Rank # 48
APR 13.7
SMSA Pop: 312,700
CSI: 2.1 Bil (# 135)

Revenue : $4,864,993
Income : $ 542,365
% Rev Gain: +16.8
Stations: 15/13
Diaries: 642/487:1
CSI HH: 18.1 M (# 289)
Standard Error: .731

National Rev: $718,269
Nat Rev per Cap: $2.30
Tot Rev per Cap: $15.56
Tot Inc per Cap: $1.73
Profit Margin: 11.1%
Retail $: 1.2 Bil (# 142)
Retail Sales %: .356

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WKEE-F	86/24.2	24.3	18.9	19.9	17.2
2. WGNT	45/12.6	11.5	11.8	11.0	16.9
3. WHEZ-F	41/11.5	9.3	12.3	11.6	11.7
4. WTCR	40/11.2	9.8	10.7	15.3	15.3
5. WHTN	33/ 9.3	9.6	6.3	8.1	7.1
6. WAMX-F	29/ 8.1	8.1	16.7	9.0	8.6
7. WEMM-F	26/ 7.3	5.9	3.8	3.8	4.3
8. WKLC-F	14/ 3.9	2.2	1.6	1.2	---
9. WNST-F+	6/ 1.7	3.2	1.9	.6	2.5
WIRO	6/ 1.7	2.5	1.9	4.3	2.1

12+ TSA 1/4	
1. WKEE-F	146
2. WHTN	53
3. WHEZ-F	47
4. WGNT	46
5. WTCR	43
6. WAMX-F	37
7. WEMM-F	34
8. WKLC-F	32
9. WNST-F+	16
WPAY-F	16

12+ TSA CUME/MSA CUME RAT	
1. WKEE-F	1874/38.6
2. WAMX-F	850/23.1
3. WGNT	793/27.2
4. WEMM-F	674/14.7
5. WTCR	648/22.5
6. WHEZ-F	620/17.8
7. WPAY-F	580/ 7.0
8. WHTN	516/14.4
9. WNST-F+	343/ 8.3
10. WKLC-F	338/ 5.3

12+ FM SHARE (METRO): 61.29% (209 of 341) (O/N 80: 63.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR	1. WHEZ-F	1. WKEE-F
2. WAMX-F	2. WHTN	2. WTCR	2. WKEE-F	2. WTCR	2. WGNT
	WAMX-F	3. WHTN	3. WGNT	3. WGNT	3. WHEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		129 (3)	129 (3)	37.8
COUNTRY	81 (4)	8 (3)	89 (7)	26.1
MOR/AC	51 (2)		51 (2)	15.0
BTFL MUSIC		41 (1)	41 (1)	12.0
RELIGION		31 (2)	31 (2)	9.1
			341 (15)	

HUNTINGTON-CHARLESTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WKEE-F	1. WKEE-F	1. WKEE-F
2. WVAF-F	2. WCHS	2. WEMM-F
3. WQBE-F	3. WVAF-F	3. WHEZ-F
4. WEMM-F	4. WQBE-F	4. WGNT
5. WCHS	5. WCAW	5. WTCR
6. WQHY-F	6. WEMM-F	6. WAMX-F
7. WCAW	7. WAMX-F	7. WHTN
8. WHTN	8. WGNT	8. WNST-F
WKLC-F	9. WXIL-F	WKLC-F
10. WXIL-F	10. WKLC-F	10. WPAY-F
11. WHEZ-F	11. WKAZ	
12. WGNT	12. WQHY-F	
13. WTIP	13. WTCR	
WTCR	14. WHEZ-F	
15. WADC	15. WPAY-F	

OTHER RATED STATIONS/METRO SHARE

WCAK-F	92.7	Catlettsburg,KY	.6
WCMI	1340	Ashland,KY	1.7
WITO-F	107.1	Ironton,OH	.6
WPAY-F	104.1	Portsmouth,OH	1.7

ADI FM SHARE: 59.83% (907 of 1516) (O/N 80: 55.85%)

AM STATIONS

WGNT,	930,	5 KW/1 KW (DA-N),	MOR	NBC,	$28.75*	(Mc-Guild)	Stoner
WHTN,	800,	5 KW (DAYS)	, COUNTRY (Drake-Chen)	,	$53.25	(Katz)	Capitol (WRAL)
WIRO,	1230,	1 KW/250 W	, MOR	MBS,	$ 6.50	(Regional)	
WTCR,	1420,	1 KW/500 W (DA-N),	COUNTRY	ABC-I,	$32.75*	(Mc-Guild)	
WCAW,	680,	50 KW/250 W (DA-N),	COUNTRY	ABC-E,	$32.00	(Blair)	Capitol (Johnson) (CHARLESTON)
WCHS,	580,	5 KW (DA-N)	, MOR/AC	CBS,	$43.20	(Eastman)	Rollins (CHARLESTON)
WTIP,	1240,	1 KW/250 W	, BTFL MUS	NBC,	$11.70	(UBC)	(CHARLESTON)
WADC,	1050,	5 KW (DAYS)	, COUNTRY	,	$ 9.00	(Regional)	(PARKERSBURG)
WKAZ,	950,	5 KW/1 KW (DA-N)	, CONTEMP/AC	ABC-C,	$41.63	(Mc-Guild)	Nininger (CHARLESTON)

FM STATIONS

WAMX-F,	93.7,	32 KW @ 400,	ROCK	ABC-E,	$20.00*	(Torbet)	
WEMM-F,	107.9,	50 KW @ 500,	RELIGION	,	$ 8.00	(----)	Mortenson
WHEZ-F,	103.3,	50 KW @ 490,	BTFL MUS (KalaMusic)	ABC-E,	$32.75*	(Mc-Guild)	
WKEE-F,	100.5,	53 KW @ 556,	ROCK (Drake-Chen)	RKO,	$53.25	(Katz)	Capitol (WRAL)
WNST-F,	106.3,	128 KW @ 1226,	COUNTRY	,	$12.00	(----)	(MILTON)
WKLC-F,	105.1,	50 KW @ 500,	AOR (Burk-Abr)	Source,	$20.00*	(Torbet)	(ST. ALBANS)
WPAY-F,	104.1,	100 KW @ 840,	RELIGION/COUNTRY	MBS,	$ 9.00	(Mid America)	Braden (PORTSMOUTH)
WVAF-F,	99.9,	50 KW @ 497,	ROCK	ABC-F,	$32.00	(Blair)	Capitol (Johnson) (CHARLESTON)
WQBE-F,	97.5,	50 KW @ 500,	COUNTRY	ABC-I,	$41.63	(Mc-Guild)	Nininger (CHARLESTON)
WQHY-F,	95.5,	100 KW @ 202,	ROCK	,	$13.00	(Regional)	(PRESTONBURG,KY)
WXIL-F,	95.1,	50 KW @ 500,	ROCK	Source,	$12.00	(----)	(PARKERSBURG)

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWSPAPERS

Charleston Gazette	M	55,940, Clay
Huntington-Herald-Dispatch	M	48,665, Gannett

INDIANAPOLIS

Market # 34; ADI # 21
Revenue Rank # 25
APR 16.4
SMSA Pop: 1,182,500
CSI: 9.4 Bil (# 35)
Income Rank # 25

Revenue : $21,619,718
Income : $ 1,919,850
% Rev Gain: +9.1
Stations: 20/24
Diaries: 1487/795:1
CSI HH: 22.6 M (# 96)
Standard Error: .507

National Rev: $5,547,587
Nat Rev per Cap: $4.69
Tot Rev per Cap: $18.28
Tot Inc per Cap: $1.62
Profit Margin: 8.9%
Retail $: 5.2 M (# 34)
Retail Sales %: .372

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80	FAL 79
1. WIBC	211/13.5	15.6	15.6	15.7	15.9
2. WFBQ-F	175/11.2	10.3	7.4	6.7	9.9
3. WXTZ-F	173/11.1	12.8	10.3	12.5	13.5
4. WIRE	153/ 9.8	8.1	9.3	8.8	9.5
5. WTLC-F	146/ 9.3	9.6	9.3	9.2	9.8
6. WFMS-F	138/ 8.8	8.6	9.0	7.4	8.4
7. WNAP-F	118/ 7.6	10.0	9.9	7.1	8.1
8. WENS-F	110/ 7.0	.5	.4	---	.5
9. WIKS-F	72/ 4.6	6.2	8.1	9.0	4.6
10. WATI	46/ 2.9	2.6	3.7	2.9	2.5
11. WIFE	42/ 2.7	1.2	1.8	2.9	3.4
12. WNDE	34/ 2.2	3.3	5.0	5.3	5.4

12+ TSA	1/4
1. WFBQ-F	307
2. WXTZ-F	246
3. WIBC	242
4. WFMS-F	172
5. WIRE	167
6. WTLC-F	147
7. WNAP-F	144
8. WENS-F	137
9. WIKS-F	133
10. WGTC-F	75
11. WNDE	52
12. WLHN-F	49

12+ TSA CUME/MSA CUME RAT	
1. WIBC	3659/29.8
2. WFBQ-F	3576/19.8
3. WNAP-F	2707/19.7
4. WXTZ-F	2637/20.3
5. WIKS-F	2590/15.4
6. WIRE	2521/22.2
7. WENS-F	2060/16.6
8. WFMS-F	2001/15.1
9. WTLC-F	1351/14.0
10. WNDE	1265/ 9.2
11. WLS	1029/ 1.7
12.. WIFE	1010/ 8.2

12+ FM SHARE (METRO): 64.98% (974 of 1499) (O/N 80: 60.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WIBC	1. WXTZ-F	1. WIBC
2. WIKS-F	2. WENS-F	2. WIBC	2. WXTZ-F	2. WIBC	2. WIRE
3. WTLC-F	3. WNAP-F	3. WENS-F	3. WIRE	3. WFMS-F	3. WXTZ-F
4. WNAP-F	4. WIBC	4. WFMS-F	4. WFMS-F	4. WIRE	4. WFBQ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	6 (1)	365 (3)	371 (4)	24.7
MOR/AC	245 (2)	126 (3)	371 (5)	24.7
COUNTRY	153 (1)	159 (2)	312 (3)	20.8
BTFL MUSIC	46 (1)	173 (1)	219 (2)	14.6
BLACK		146 (1)	146 (1)	9.7
NEWS/TALK	42 (1)		42 (1)	2.8
RELIGION	33 (3)		33 (3)	2.2
UNKNOWN		5 (1)	5 (1)	0.3
			1499 (20)	

INDIANAPOLIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WFBQ-F	1. WIBC	1. WTLC-F
2. WIBC	2. WFBQ-F	2. WIRE
3. WXTZ-F	3. WXTZ-F	3. WIBC
4. WIRE	4. WNAP-F	4. WFBQ-F
5. WFMS-F	5. WIKS-F	5. WFMS-F
6. WTLC-F	6. WIRE	WXTZ-F
7. WNAP-F	7. WFMS-F	7. WENS-F
8. WIKS-F	8. WENS-F	8. WNAP-F
9. WENS-F	9. WTLC-F	9. WIFE
10. WWKI-F	10. WNDE	10. WIKS-F
11. WMDH-F	11. WIFE	
12. WGTC-F	12. WLS	
WLHN-F	13. WWKI-F	
14. WNDE	14. WOWO	
15. WATI	15. WLHN-F	

OTHER RATED STATIONS/METRO SHARE

WBRI	1500		.9
WCBK-F	102.3	Martinsville	.6
WNTS	1590		.6
WXIR-F	98.3	Plainfield	.3
WXLW	950		.6
WGTC-F	92.3	Bloomington	1.3
WLHN-F	97.9	Anderson	.4
WLS	890	Chicago	.4

ADI FM SHARE: 68.11% (1788 of 2625) (O/N 80: 63.99%)

AM STATIONS

WIBC, 1070, 50 KW/10 KW (DA-2), MOR , $101.25 (Blair) Fairbanks
WATI, 810, 250 W (DAYS) , BTFL MUS (FM-100) , $ 15.50 (Masla) Sarkes-Tarzian
WIFE, 1310, 5 KW/1 KW (DA-N) , NEWS/TALK ABC-I,NBC, $ 37.50 (----) Communicom

WIRE, 1430, 5 KW (DA-N) , COUNTRY ABC-E, $ 78.00* (Eastman) Mid America
WNDE, 1260, 5 KW (DA-N) , MOR CBS, $ 47.50 (Katz) Gulf
WLS - See Chicago WOWO - See Fort Wayne

FM STATIONS

WENS-F, 97.1, 30 KW @ 295, AC , $ 47.00 (CBS/FM)
WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr) Source, $111.25 (Katz) Gulf
WFMS-F, 95.5, 50 KW @ 500, COUNTRY , $ 85.63 (Torbet) Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK , $ 34.00 (MMR) Heftel
WNAP-F, 93.1, 13 KW @ 1022, ROCK , $ 64.75 (Blair) Fairbanks

WTLC-F, 105.7, 50 KW @ 445, BLACK NBN, $ 51.50* (Howard) BENI
WXTZ-F, 103.3, 18 KW @ 860, BTFL MUS (Bonne) , $ 80.50* (Eastman) Mid America
WGTC-F, 92.3, 37 KW @ 1090, COUNTRY , $ 8.50 (PRO) Sarkes-Tarzian (BLOOMINGTON)
WLHN-F, 97.9, 50 KW @ 534, AC , $ 16.00 (Regional) Eastern (ANDERSON)
WWKI-F, 100.5, 30 KW @ 480, COUNTRY , $ 16.00 (----) (KOKOMO)
WMDH-F, 102.5, 50 KW @ 355, COUNTRY , $ 13.50 (----) (NEW CASTLE)

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, McGraw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Indianapolis	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	215,858, Central
Indianapolis News	E	143,499, Central

JACKSONVILLE

Market # 57
Revenue Rank # 76
Income Rank # 377
SMSA Pop: 733,800
CSI: 4.9 Bil (# 66)
APR 14.3

Revenue : $6,955,637
Income : $-1,491,319
% Rev Gain: -4.9
Stations: 23/23
Diaries: 1177/623:1
CSI HH: 18.6 M (# 270)
Standard Error: .550

National Rev: $2,345,457
Nat Rev per Cap: $3.20
Tot Rev per Cap: $9.48
Tot Inc per Cap: $-2.03
Profit Margin: ---
Retail $: 3.5 Bil (# 51)
Retail Sales %: .154

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WQIK-F	119/13.3	12.2	12.8	11.0	9.8
2. WIVY-F	112/12.5	14.3	14.7	12.2	11.0
3. WFYV-F	94/10.5	11.7	7.0	5.9	---
4. WAIV-F	91/10.2	2.3	3.5	4.6	4.6
5. WKTZ-F	84/ 9.4	12.6	12.1	11.8	12.2
6. WJAX-F	49/ 5.5	4.6	2.1	3.1	7.2
7. WPDQ	43/ 4.8	4.5	5.7	8.6	11.1
8. WAPE	42/ 4.7	7.3	8.8	6.3	8.0
9. WVOJ	34/ 3.8	4.0	6.9	6.6	7.8
10. WCGL	31/ 3.5	1.9	1.2	2.6	1.8

12+ TSA 1/4	
1. WQIK-F	142
2. WIVY-F	130
3. WKTZ-F	121
4. WFYV-F	107
5. WAIV-F	106
6. WAPE	71
7. WJAX-F	64
8. WPDQ	44
9. WVOJ	37
10. WOKV	32

12+ TSA CUME/MSA CUME RAT	
1. WIVY-F	1877/24.8
2. WQIK-F	1638/22.3
3. WAIV-F	1421/20.7
4. WKTZ-F	1379/16.9
5. WAPE	1248/13.4
6. WFYV-F	989/13.8
7. WJAX-F	925/12.1
8. WPDQ	791/12.4
9. WVOJ	622/ 9.7
10. WOKV	561/ 7.5

12+ FM SHARE (METRO): 67.10% (571 of 851) (O/N 80: 62.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIVY-F	1. WFYV-F	1. WQIK-F	1. WQIK-F	1. WQIK-F	1. WQIK-F
2. WFYV-F	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WKTZ-F	2. WIVY-F
3. WPDQ	3. WIVY-F	3. WIVY-F	3. WIVY-F	3. WAPE	3. WFYV-F
4. WAIV-F	4. WQIK-F	4. WFYV-F	4. WKTZ-F	4. WVOJ	4. WKTZ-F

OTHER RATED STATIONS/METRO SHARE

WAOC	1420	St. Augustine	.9	WFOY	1240	St. Augustine	1.1
WAYR	550	Orange Park	.8	WJAX	930		1.8
WBIX	1010		.4	WKTZ	1220		1.1
WBKF-F	92.1	MacClenny	.4	WOKV	600		2.5
WCRJ-F	107.3		2.0	WOZN	970		1.2
WERD	1400		1.8	WROS	1050		1.1
WEXI	1280		1.8				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		297 (3)	297 (3)	34.9
COUNTRY	84 (3)	123 (2)	207 (5)	24.3
BLACK/URBAN	59 (2)	49 (1)	108 (3)	12.7
BTFL MUSIC		102 (2)	102 (2)	12.0
RELIGION/GOSPEL	63 (5)		63 (5)	7.4
MOR/AC	48 (3)		48 (3)	5.6
NEWS/TALK	16 (1)		16 (1)	1.9
BIG BAND	10 (1)		10 (1)	1.2
			851 (23)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), COUNTRY ABC-I, $50.25 (Eastman) Eastman
WCGL, 1530, 50 KW (DAYS,DA) , GOSPEL (?) , $? ? (Lazar)
WOKV, 600, 5 KW (DA-N) , AC , $? ? (Blair) Affiliated
WPDQ, 1460, 5 KW (DA-N) , BLACK , $38.50 (Howard) BENI
WVOJ, 1320, 5 KW (DA-N) , COUNTRY NBC, $36.25 (MMR) Gulf

WAIV-F, 94.9, 100 KW @ 935, CONTEMP/AC RKO, $45.62* (Blair) Affiliated
WFYV-F, 104.5, 100 KW @ 760, AOR (Burk-Abr) Source, $70.00 (Selcom) BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK , $72,50 (Torbet) Infinity
WJAX-F, 95.1, 100 KW @ 567, URBAN NBN, $? ? (HNW) City of Jckbille
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke) , $73.75 (Katz) Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY , $55.00* (Mc-Guild)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 95
Revenue Rank # 84
Income Rank # 103
APR 15.5
SMSA Pop: 435,500
CSI: 2.6 Bil (# 113)

Revenue : $6,231,442
Income : $ 261,929
% Rev Gain: +33.7
Stations: 29/23
Diaries: 836/521:1
CSI HH: 17.1 M (# 314)
Standard Error: .657

National Rev: $1,020,615
Nat Rev per Cap: $2.34
Tot Rev per Cap: $14.31
Tot Inc per Cap: $ .60
Profit Margin: 4.2%
Retail $: 1.7 Bil (# 101)
Retail Sales %: .310

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WJCW	82/14.2	10.1	9.0	11.9
WXBQ-F	82/14.2	12.9	14.2	12.0
3. WQUT-F	61/10.6	8.4	10.4	10.1
4. WKPT-F	39/ 6.8	9.1	7.6	7.6
5. WFHG	30/ 5.2	7.5	5.3	7.5
6. WETB	29/ 5.0	5.4	7.1	6.7
7. WJSO	24/ 4.2	4.5	7.2	2.7
8. WZAP	17/ 2.9	2.6	2.3	4.4
WGOC	17/ 2.9	4.0	2.7	3.1
WIDD-F	17/ 2.9	1.0	2.1	1.0

12+ TSA 1/4	
1. WXBQ-F	115
2. WQUT-F	90
3. WJCW	83
4. WKPT-F	50
5. WETB	41
6. WFHG	33
7. WIMZ-F	30
WOKI-F	30
9. WIVK-F	25
10. WJSO	24

12+ TSA CUME/MSA CUME RAT	
1. WXBQ-F	1346/26.4
2. WQUT-F	1322/25.1
3. WJCW	945/23.9
4. WKPT-F	712/14.9
5. WETB	690/13.0
6. WFHG	656/15.5
7. WJSO	482/12.3
8. WOKI-F	385/ 3.1
9. WIMZ-F	349/ 4.5
10. WIVK-F	325/ 3.4

12+ FM SHARE (METRO): 43.96% (248 of 546) (O/N 80: 41.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WJCW	1. WXBQ-F
2. WETB	2. WXBQ-F	2. WQUT-F	2. WJCW	2. WXBQ	2. WJCW
3. WIMZ-F		3. WJCW	3. WKPT-F	3. WKPT-F	3. WQUT-F
		4. WFHG	4. WQUT-F		4. WKPT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F	92.7	Abengdon, VA	.5
WBBI	1230	Abengdon, VA	1.9
WBCV	1550	Bristol,VA	1.9
WBEJ	1240	Elizabethtown, TN	1.9
WEMB	1420	Erwin, TN	1.4
WGAT	1050	Kingsport	.9
WIDD	1520	Elizabethtown	.3
WKIN	1320	Kingsport	2.4
WKPT	1400	Kingsport	2.1
WMCH	1260	Church Hill, TN	2.1
WOPI	1490	Bristol, TN	.9
WRGS	1370	Rogersville,TN	2.1
WZXY-F	104.9	Kingsport	1.9
WCRK	1150	Morristown, TN	.7
WIMZ-F	103.5	Knoxville	1.6
WIVK-F	107.7	Knoxville	1.0
WMYU-F	102.1	Sevierville	.5
WOFM-F	94.9	Greenville	.5
WOKI-F	100.3	Oak Ridge	1.0

FORMATS	AM	FM	TOTAL	%
COUNTRY	132 (6)	91 (3)	223 (9)	40.8
ROCK/AOR/CONTEMP	88 (4)	93 (6)	181 (10)	33.2
MOR/AC	53 (5)		53 (5)	9.7
BTFL MUSIC		39 (1)	39 (1)	7.1
RELIGION	17 (1)	17 (1)	34 (2)	6.2
UNKNOWN	16 (2)		16 (2)	2.9
			546 (29)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS) , ROCK MBS, $ 7.50 (----)
WFHG, 980, 5 KW/1 KW (DA-N), AC/CONTEMP ABC-C, $18.50* (Mc-Guild) Nininger
WGOC, 1090, 1 KW (DAYS,DA) , RELIGION , $11.00 (----)
WJCW, 910, 5 KW/1 KW (DA-N), COUNTRY CBS, $19.25* (Katz) Bloomington
WJSO, 1590, 5 KW (DAYS) , ROCK NBC, $ 8.50 (PRO)
WZAP, 690, 10 KW (DAYS) , COUNTRY MBS, $12.00 (PRO)

WIDD-F, 99.3, 3 KW @ 304, GOSPEL , $ 4.00 (----)
WKPT-F, 98.5, 100 KW @ 1260, BTFL MUS (Bonne) , $18.00 (Selcom)
WQUT-F, 101.5, 100 KW @ 1500, ROCK/AOR , $19.25* (Katz) Bloomington
WXBQ-F, 96.6, 67 KW @ 2240, COUNTRY ABC-I, $18.50* (Mc-Guild) Nininger

KALAMAZOO

Market # 137
Revenue Rank # 167
Income Rank # 102
APR 15.3
SMSA Pop: 277,300
CSI: 2.0 Bil (# 141)

Revenue : $ 2,925,940
Income : $ 266,994
% Rev Gain: -4.2%
Stations: 23/5
Diaries: 638/435:1
CSI HH: 19.9 M (# 218)
Standard Error: .759

National Rev: $ 418,337
Nat Rev per Cap: $ 1.51
Tot Rev per Cap: $ 10.55
Tot Inc per Cap: $ .96
Profit Margin: 9.1%
Retail $: 1.2 Bil (# 136)
Retail Sales %: .225

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WKZO	47/13.2	11.6	15.9	16.3	13.5
2. WKFR-F	45/12.6	12.9	12.1	11.1	9.9
3. WQLR-F	32/ 9.0	10.1	9.2	6.4	7.9
4. WKMI	30/ 8.4	7.5	6.1	12.8	9.6
5. WLAV-F	28/ 7.8	4.4	4.3	7.0	5.3
6. WJFM-F	22/ 6.2	5.4	4.6	4.4	3.3
7. WOOD-F	21/ 5.9	7.5	6.9	5.8	9.6
8. WNWN-F	18/ 5.0	7.0	4.9	3.2	2.3
9. WMAQ	15/ 4.2	2.8	4.6	3.5	3.3
10. WGRD-F	14/ 3.9	8.0	6.6	8.7	7.9

12+ TSA 1/4	
1. WKZO	70
2. WKFR-F	49
3. WLAV-F	47
4. WOOD-F	39
5. WGRD-F	37
6. WQLR-F	35
WJFM-F	35
8. WKMI	31
9. WNWN-F	30
10. WMAQ	24

12+ TSA CUME/MSA CUME RAT	
1. WKZO	1014/29.7
2. WGRD-F	712/15.9
3. WKFR-F	698/25.4
4. WKMI	662/26.1
5. WLAV-F	620/14.8
6. WOOD-F	613/16.7
7. WJFM-F	560/14.5
8. WQLR-F	541/19.5
9. WMAQ	510/11.6
10. WNWN-F	390/11.3

12+ FM SHARE (METRO): 60.37% (195 of 323) (O/N 80: 57.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKZO
2. WGRD-F	2. WLAV-F	2. WLAV-F	2. WQLR-F	2. WQLR-F	2. WKFR-F
3. WKMI	3. WKMI	3. WKMI	3. WKZO	3. WOOD-F	3. WKMI

OTHER RATED STATIONS/METRO SHARE

WBUK	1560	Portage	2.0	WGN	720	Chicago	1.4
WCSY+	940	South Haven	.6	WHFB	1060	Benton Harbor	.8
WKPR	1420		2.8	WHFB-F	99.9	Benton Harbor	1.1
WOAM	980	Otsego	.6	WJXQ-F	106.1	Jackson	2.2
WBBM	780	Chicago	.6	WLS	890	Chicago	1.7
WDOW-F	92.1	Dowagiac	.6				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (2)	95 (4)	131 (6)	40.6
MOR/AC	63 (5)	25 (3)	88 (8)	27.2
BTFL MUSIC		57 (3)	57 (3)	17.6
COUNTRY	15 (1)	18 (1)	33 (2)	10.2
RELIGION	10 (1)		10 (1)	3.1
BIG BAND	2 (1)		2 (1)	0.6
NEWS/TALK	2 (1)		2 (1)	0.6
			323 (22)	

RADIO STATIONS

WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, $33.75	(Howard)	
WKZO, 590, 5 KW (DA-N), MOR	CBS, $30.75	(Mc-Guild)	Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (~~[illegible]~~ Kala Music)	, $20.00	(Masla)	Fairfield
WKFR-F, 103.3, 50 KW @ 370, CONTEMP (Drake-Chen)	RKO, $35.25	(Christal)	(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	, $18.58	(PRO)	(COLDWATER)

WMAQ - See Chicago   Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO - See GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 25
Revenue Rank # 26
Income Rank # 135
APR 16.4
SMSA Pop: 1,344,100
CSI: 11.9 Bil (# 27)

Revenue : $20,555,112
Income : $ 144,792
% Rev Gain: +7.9
Stations: 22/21
Diaries: 1408/955:1
CSI HH: 23.6 M (# 54)
Standard Error: .534

National Rev: $6,531,862
Nat Rev per Cap: $4.86
Tot Rev per Cap: $15.29
Tot Inc per Cap: $ .11
Profit Margin: 0.7%
Retail $: 6.4 Bil (# 27)
Retail Sales %: .269

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WDAF	243/13.6	13.8	11.4	12.0	11.9
2. WHB	164/ 9.1	9.5	9.1	8.6	6.0
3. KYYS-F	141/ 7.9	9.0	10.3	10.2	12.7
KMBR-F	141/ 7.9	9.0	6.9	8.1	9.3
5. KUDL-F	136/ 7.6	6.0	8.1	5.2	3.5
6. KPRS-F	133/ 7.4	7.5	6.2	6.8	5.8
7. KBEQ-F	132/ 7.4	5.9	6.8	4.6	6.5
8. KCMO	101/ 5.6	5.7	6.0	4.1	6.2
KMBZ	101/ 5.6	8.7	8.8	10.8	8.9
10. KCKN-F	98/ 5.5	3.7	2.7	4.0	3.6
11. KCEZ-F	87/ 4.9	7.6	7.8	6.0	7.8
12. KJLA	66/ 3.7	1.1	2.1	3.8	3.6

12+ TSA 1/4	
1. WDAF	588
2. WHB	260
3. KYYS-F	251
4. KMBR-F	192
5. KBEQ-F	164
6. KCMO	145
7. KUDL-F	144
8. KPRS-F	135
9. KCEZ-F	125
10. KCKN-F	123
11. KMBZ	115
12. KJLA	66

12+ TSA CUME/MSA CUME RAT	
1. WDAF	6878/26.2
2. WHB	4617/24.3
3. KYYS-F	3194/17.6
4. KCMO	3028/17.5
5. KBEQ-F	2474/17.0
6. KUDL-F	2468/19.8
7. KMBZ	2375/17.7
8. KMBR-F	2291/15.8
9. KCKN-F	1806/11.9
10. KCEZ-F	1676/10.8
11. KPRS-F	1276/11.5
12. KSAS-F	889/ 4.6

12+ FM SHARE (METRO): 55.56% (954 of 1717) (O/N 80: 55.59%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. KUDL-F	1. WHB	1. WDAF	1. WDAF	1. WDAF
2. KBEQ-F	2. WHB	2. WDAF	2. WHB	2. KMBR-F	2. WHB
3. KPRS-F	3. KYYS-F	3. KUDL-F	3. KMBR-F	3. KCEZ-F	3. KYYS-F
4. KUDL-F	4. KPRS-F	4. KPRS-F	4. KUDL-F	4. WHB	4. KMBR-F
5. WHB	5. KBEQ-F	5. KMBR-F	5. KPRS-F	5. KMBZ	5. KCKN-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	164 (1)	447 (5)	611 (6)	35.6
COUNTRY	344 (2)	98 (1)	442 (3)	25.7
BTFL MUSIC		228 (2)	228 (2)	13.3
BLACK/URBAN	29 (1)	133 (1)	162 (2)	9.4
NEWS/TALK	101 (1)		101 (1)	5.9
BIG BAND	66 (1)		66 (1)	3.8
MOR/AC	37 (2)	6 (1)	43 (3)	2.5
CLASSICAL		35 (1)	35 (1)	2.0
RELIGION	22 (2)		22 (2)	1.3
UNKNOWN		7 (1)	7 (1)	0.4
			1717 (22)	

KANSAS CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WDAF	1. WDAF	1. WDAF
2. WHB	2. WHB	2. KPRS-F
3. KYYS-F	3. KYYS-F	3. WHB
4. KMBR-F	4. KCMO	4. KYYS-F
5. KBEQ-F	5. KBEQ-F	5. KMBZ
6. KUDL-F	6. KUDL-F	6. KUDL-F
7. KPRS-F	7. KMBZ	7. KCKN-F
8. KCMO	8. KMBR-F	8. KCMO
9. KCKN-F	9. KCKN-F	9. KBEQ-F
10. KCEZ-F	10. KCEZ-F	10. KCEZ-F
11. KMBZ	11. KPRS-F	
12. KJLA	12. KJLA	
13. KSAS-F	13. KSAS-F	
14. KXTR-F	14. KXTR-F	
15. KFEQ	15. KFEQ	

OTHER RATED STATIONS/METRO SHARE			
KCKN	1340		.4
KCNW	1380	Fairway,KS	.6
KEXS	1090	Excelsior Spg,MO	.7
KIEE-F	100.7	Harrisonville,MO	.3
KLDY	1140	Liberty,MO	1.7
KPRT	1590		1.6
KSAS-F	106.5		1.6
KWKI-F	93.3		.4
KXTR-F	96.5		2.0
KLZR-F	105.9	Lawrence	.5

ADI FM SHARE: 51.86% (1187 of 2289) (O/N 80: 53.14%)

AM STATIONS

KCMO,	810,	50 KW/5 KW (DA-N),	NEWS/TALK	CBS,MBS,	$ 58.00	(MMR)	Meredith
KJLA,	1190,	1 KW/250 W	, BIG BAND/NOST (Al Ham)	,	$ 20.00	(Roslin)	
KMBZ,	980,	5 KW (DA-N)	, COUNTRY	RKO,	$ 80.00*	(Torbet)	Bonneville
WDAF,	610,	5 KW	, COUNTRY	ABC-E,	$120.00*	(Katz)	Taft
WHB ,	710,	10 KW/5 KW (DA-2),	CONTEMP/AC	NBC,	$105.00	(Blair)	Storz
KFEQ,	680,	5 KW (DA-2)	, COUNTRY	CBS,	$ 35.00	(Mc-Guild)	(ST JOSEPH

FM STATIONS

KBEQ-F,	104.3,	50 KW @ 953,	ROCK	ABC-C,	$ 60.50*	(Christal)	Mariner
KCEZ-F,	94.9,	100 KW @ 1057,	BTFL MUS (Schulke)	,	$ 63.00	(MMR)	Meredith
KCKN-F,	94.1,	100 KW @ 465,	COUNTRY (Burk-Abr)	,	$ 36.13*	(Mc-Guild)	Albritton
KMBR-F,	99.7,	100 KW @ 950,	BTFL MUS (Bonne)	,	$ 60.00*	(Torbet)	Bonneville
KPRS-F,	103.3,	100 KW @ 450,	BLACK	NBN,	$ 57.00	(Howard)	
KSAS-F,	106.5,	100 KW @ 880,	AOR	RKO,	$ 19.13	(CBS/FM)	
KUDL-F,	98.1,	100 KW @ 250,	SOFT ROCK (TM)	ABC-F,	$ 62.50	(Selcom)	Shamrock
KXTR-F,	96.5,	100 KW @ 546,	CLASSICAL	,	$ 20.00	(CMBS)	
KYYS-F,	102.1,	100 KW @ 940,	AOR (Burk-Abr)	Source,	$110.00*	(Katz)	Taft

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPERS

Kansas City Star	E	271,833, Capital Cities
Kansas City Times	M	295,426, Capital Cities

KNOXVILLE

Market # 85
Revenue Rank # 72
Income Rank # 270
APR 16.4
SMSA Pop: 484,500
CSI: 3.4 Bil (# 91)

Revenue : $7,409,952
Income : $ -102,775
% Rev Gain: +22.6
Stations: 741/654:1
Diaries: 741/654:1
CSI HH: 19.3 M (# 246
Standard Error: .717

National Rev: $1,472,351
Nat Rev per Cap: $3.04
Tot Rev per Cap: $15.29
Tot Inc per Cap: $-.21
Profit Margin: ---
Retail $: 2.2 Bil (# 80)
Retail Sales %: .291

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WIVK-F	128/19.0	28.0	20.4	19.7	20.9
2. WEZK-F	104/15.5	16.4	16.7	19.9	16.4
3. WMYU-F	79/11.7	1.9	---	---	---
4. WIMZ-F	69/10.3	8.1	7.0	6.1	6.3
5. WIVK	61/ 9.1	6.8	8.8	9.9	8.5
6. WOKI-F	57/ 8.5	7.8	11.5	8.3	7.7
7. WNOX	36/ 5.3	6.4	8.4	7.1	11.9
8. WRJZ	30/ 4.5	7.6	8.2	10.5	9.9
9. WHEL	19/ 2.8	2.9	1.4	1.9	1.4
10. WYSH-F+	17/ 2.5	1.6	2.6	1.5	2.1

12+ TSA 1/4	
1. WIVK-F	300
2. WOKI-F	268
3. WEZK-F	183
4. WMYU-F	147
5. WIMZ-F	126
6. WIVK	74
7. WNOX	57
8. WRJZ	38
9. WYSH-F+	20
10. WHEL	19

12+ TSA CUME/MSA CUME RAT	
1. WOKI-F	3445/22.9
2. WIVK-F	3003/34.3
3. WMYU-F	1797/25.5
4. WEZK-F	1689/23.2
5. WIMZ-F	1608/20.4
6. WNOX	1432/22.4
7. WRJZ	1074/16.8
8. WIVK	974/17.6
9. WHEL	335/ 7.9
10. WYSH-F+	304/ 5.7

12+ FM SHARE (METRO): 70.05% (449 of 641) (O/N 80: 62.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIMZ-F	1. WMYU-F	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F+
2. WOKI-F	2. WIVK-F	2. WMYU-F	2. WEZK-F	2. WEZK-F	2. WOKI-F
3. WNOX	3. WIMZ-F	3. WEZK-F	3. WMYU-F		3. WEZK-F
4. WMYU-F	4. WOKI-F	4. WIMZ-F	4. WIVK		4. WMYU-F

OTHER RATED STATIONS/METRO SHARE

WATO	1290	Oak Ridge	.6
WBMK	1430		1.2
WEAG	1470	Alcoa	.6
WGAP	1400	Maryville	2.4
WKGN	1340		.6
WKXV	900		.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (1)	205 (3)	241 (4)	37.8
COUNTRY	107 (3)	128 (1)	235 (4)	36.7
BTFL MUSIC		104 (1)	104 (1)	16.2
MOR/AC	13 (3)	12 (1)	25 (4)	3.9
BIG BAND/NOST	19 (1)		19 (1)	3.0
BLACK	8 (1)		8 (1)	1.2
RELIGION	5 (1)		5 (1)	0.8
UNKNOWN	4 (1)		4 (1)	0.6
			641 (17)	

RADIO STATIONS

WHEL, 1240, 1 KW/250 W , BIG BAND/NOST (Al Ham) CBS,MBS, $15.00* (Mc-Guild) Stoner
WIVK, 850, 50 KW (DAYS,DA), COUNTRY ABC-E, $25.00* (Torbet) Dick
WNOX, 990, 10 KW (DA-N) , CONTEMP ABC-C,MBS, $25.00 (Blair) Scripps-How
WRJZ, 620, 5 KW (DA-N) , COUNTRY ABC-I, $35.00* (Mc-Guild) Basic Media

WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS (Bonne) , $50.00 (Eastman) South Central
WIMZ-F, 103.5, 100 KW @ 1800, AOR (Burk-Abr) Source, $28.00* (Mc-Guild) Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC-E, $45.00* (Torbet) Dick
WOKI-F, 100.3, 100 KW @ 2000, ROCK MBS, $33.50 (Selcom) (OAK RIDGE)
WYSH-F+,104.9, 3 KW @ 300, MOR , $ 5.00 (Beaver) (CLINTON)
WMYU-F, 102.1, 100 KW @ 1000, ROCK/AC , $? ? (----) Mooney (SEVIERVILLE)

TV STATIONS			
WATE	Knoxville	6	ABC, Nationwide
WBIR	Knoxville	10	CBS, Multimedia
WTVK	Knoxville	26	NBC, South Central

NEWSPAPERS Knoxville Jrnl M 56,908, Gannett Knox News-Sent E 102,488, Scripps-How

LANCASTER

Market # 110
Revenue Rank # 156
Income Rank # 330
APR 15.1
SMSA Pop: 362,100
CSI: 2.8 Bil (# 105)

Revenue : $3,160,509
Income : $ -287,152
% Rev Gain: +18.6
Stations: 27/9
Diaries: 642/564:1
CSI HH: 22.5 M (# 98)
Standard Error: .746

National Rev: $885,747
Nat Rev per Cap: $2.45
Tot Rev per Cap: $8.73
Tot Inc per Cap: $-.79
Profit Margin: ---
Retail $: 1.5 Bil (# 115)
Retail Sales %: .160

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WLAN-F	70/15.4	16.3	12.5	6.6
2. WNCE-F	45/ 9.9	8.3	9.9	10.9
3. WRKZ-F	42/ 9.2	7.6	7.1	5.0
4. WIOV-F	33/ 7.3	10.3	8.5	6.8
5. WSBA-F	30/ 6.6	6.7	10.6	5.9
6. WDAC-F	23/ 5.1	5.4	6.9	6.6
7. WQXA-F	18/ 4.0	4.5	7.3	10.5
8. WSBA	17/ 3.7	4.9	4.3	5.9
WTPA-F	17/ 3.7	2.7	---	---
10. KYW	14/ 3.1	1.8	1.2	2.5

12+ TSA 1/4	
1. WRKZ-F	124
2. WNCE-F	86
3. WQXA-F	84
4. WLAN-F	78
5. WSBA	72
6. WSBA-F	71
7. WTPA-F	49
8. WIOV-F	38
9. WDAC-F	36
10. WYCR-F	32

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	1454/16.5
2. WSBA	1242/11.7
3. WRKZ-F	1224/15.8
4. WLAN-F	1208/32.1
5. WNCE-F	1007/17.1
6. WSBA-F	952/13.2
7. WYCR-F	762/ 6.9
8. WTPA-F	608/ 7.0
9. WIOV-F	604/16.6
10. WLAN	513/15.9

12+ FM SHARE (METRO): 83.33% (330 of 396) (O/N 80: 81.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F	1. WRKZ-F
	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WSBA
	3. WTPA-F	3. WNCE-F	3. WNCE-F	3. WSBA-F	3. WLAN-F

OTHER RATED STATIONS/METRO SHARE

WGSA	1310	Ephrate	2.4
WLAN	1390		2.9
WLPA	1490		1.1
WBAL	1090	Baltimore	.7
WBSB-F	104.3	Baltimore	.4
WCAU-F	98.1	Philadelphia	.4
WGCB-F	96.1	Red Lion	.4
WHP	580	Harrisburg	.7
WIFI-F	92.5	Philadelphia	.4
WJBR-F	99.5	Wilmington	.4
WMGK-F	102.9	Philadelphia	1.3
WMMR-F	93.3	Philadelphia	.7
WRFY-F	102.5	Reading	2.4
WRHY-F	92.7	Starview	.9
WUFM-F	100.1	Lebanon	.7
WYCR-F	98.5	York	1.1
WYSP-F	94.1	Philadelphia	2.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	138 (11)	151 (12)	38.1
BTFL MUSIC		77 (3)	77 (3)	19.4
COUNTRY		75 (2)	75 (2)	18.9
MOR/AC	39 (5)	11 (1)	50 (6)	12.6
RELIGION		23 (1)	23 (1)	5.8
NEWS/TALK	14 (1)		14 (1)	3.5
BIG BAND		4 (1)	4 (1)	1.0
UNKNOWN		2 (1)	2 (1)	0.5
			396 (27)	

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP/AC MBS,ABC-C, $16.50* (HNW)

WDAC-F, 94.5, 50 KW @ 500, RELIGION , $10.40 (Savalli) Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC-E, $16.75 (Masla)
WLAN-F, 96.9, 50 KW @ 500, ROCK ABC-F, $30.00* (HNW)
WNCE-F, 101.3, 6 KW @ 1293, BTFL MUS (FM-100) NBC, $25.00* (Mc-Guild) Hall
WRKZ-F, 106.7, 20 KW @ 500, COUNTRY , $42.50* (Mc-Guild) (HERSHEY)

For other stations see Harrisburg and York

TV and NEWSPAPERS - SEE HARRISBURG

LANSING

Market # 40	Revenue : $ 4,477,672	National Rev: $ 819,221
Revenue Rank # 118	Income : $ 644,062	Nat Rev per Cap: $ 1.74
Income Rank # 45	% Rev Gain: -12.8%	Tot Rev per Cap: $ 9.50
APR 15.8	Stations: 24/12	Tot Inc per Cap: $ 1.37
SMSA Pop: 471,200	Diaries: 882/534:1	Profit Margin: 14.4%
CSI: 3.8 Bil (# 87)	CSI HH: 23.2 M (# 70)	Retail $: 2.0 Bil (# 90)
	Standard Error: .686	Retail Sales %: .193

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WFMK-F	75/12.2	11.0	15.6	13.5	14.0	1. WJXQ-F	128	1. WJR	1580/18.5
2. WITL-F	71/11.5	12.4	11.1	10.2	10.2	2. WJR	109	2. WFMK-F	1574/29.2
3. WJXQ-F	69/11.2	10.0	---	---	---	3. WFMK-F	97	3. WJXQ-F	1543/24.2
4. WILS-F	50/ 8.1	6.7	9.1	14.4	9.3	4. WITL-F	77	4. WITL-F	1031/21.9
5. WJIM-F	45/ 7.3	6.9	10.4	7.3	6.4	5. WJIM-F	63	5. WVIC-F	969/20.4
6. WJR	44/ 7.1	8.0	6.8	5.9	7.4	6. WILS-F	50	6. WJIM-F	785/15.1
7. WVIC-F	37/ 6.0	5.6	11.8	11.6	10.7	7. WVIC-F	42	7. WILS-F	770/17.9
8. WVGO	23/ 3.7	2.8	2.2	1.2	2.2	8. WRIF-F	29	8. WILS	655/15.7
9. WILS	20/ 3.2	2.9	2.1	3.3	6.0	9. WVGO	24	9. WJIM	589/14.1
10. WJIM	18/ 2.9	3.1	4.3	3.3	4.3	10. WILS	23	10. WRIF-F	482/ 3.3

12+ FM SHARE (METRO): 76.77% (413 of 538) (O/N 80: 77.62%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WJXQ-F	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WITL-F	1. WJR
2. WVIC-F	2. WILS-F	2. WILS-F	2. WFMK-F	2. WJR	2. WJXQ-F
3. WFMK-F	3. WJXQ-F	3. WITL-F	3. WJR	3. WJIM-F	3. WFMK-F
	4. WVIC-F	4. WJXQ-F		4. WFMK-F	4. WITL-F

OTHER RATED STATIONS/METRO SHARE

WION	1430	Ionia	1.5	WJFM-F	93.7	Grand Rapids	.5
WITL	1010		1.3	WLAV-F	96.9	Grand Rapids	1.1
WCUZ-F	101.3	Grand Rapids	2.1	WNWN-F	98.5	Coldwater	.3
WGER-F	102.5	Bay City	.3	WOOD-F	105.7	Grand Rapids	2.4
WGRD-F	97.9	Grand Rapids	1.0	WPLB-F	107.3	Greenville	1.1
WIBM-F	94.1	Jackson	.8	WRIF-F	101.1	Detroit	.5
WWJ	950	Detroit	.5	WZZR-F	95.7	Grand Rapids	.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		258 (10)	258 (10)	48.0
COUNTRY	8 (1)	93 (4)	101 (5)	18.8
MOR/AC	91 (4)		91 (4)	16.9
BTFL MUS		62 (3)	62 (3)	11.5
BIG BAND	23 (1)		23 (1)	4.3
			538 (23)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), AC CBS, $15.60 (Torbet)
WJIM, 1240, 1 KW/250 W , MOR NBC, $11.00 (PRO) Gross
WVGO, 730, 500 W (DAYS,DA) , BIG BAND/NOST (Al Ham) , $10.00* (Blair)

WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK RKO, $39.00 (Selcom) Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr) Source, $22.00 (Torbet)
WITL-F, 100.7, 55 KW @ 378, COUNTRY , $35.06 (Mc-Guild) Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM) , $13.00 (PRO) Gross
WVIC-F, 94.9, 49 KW @ 500, CONTEMP ABC-C, $22.59* (Blair)
WJXQ-F, 106.1, 50 KW @ 500, AOR , $28.00 (Christal) Patten (JACKSON)

TV STATIONS WJIM Lansing 6 CBS, Gross WILX Jackson 10 NBC, ATO

NEWSPAPER Lansing State Journal E 73,814, Gannett

LAS VEGAS

Market # 88
Revenue Rank # 63
Income Rank # 84
APR 16.2
SMSA Pop: 475,000
CSI: 3.9 Bil (# 82)

Revenue : $8,225,359
Income : $ 327,155
% Rev Gain: +8.7
Stations: 15/14
Diaries: 877/542:1
CSI HH: 23.5 M (# 58)
Standard Error: .642

National Rev: $2,042,644
Nat Rev per Cap: $4.30
Tot Rev per Cap: $17.32
Tot Inc per Cap: $ .69
Profit Margin: 4.0%
Retail $: 2.5 Bil (# 70)
Retail Sales %: .292

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KLUC-F	76/11.6	9.9	12.4	10.0	8.8
2. KENO-F	62/ 9.5	7.3	3.6	2.9	5.2
3. KORK-F	57/ 8.7	9.0	10.2	10.5	10.4
4. KXTZ-F	55/ 8.4	8.7	6.8	9.0	9.9
5. KVEG	47/ 7.2	9.6	11.6	9.0	6.5
6. KMJJ	41/ 6.3	5.0	4.8	9.8	7.4
KUDO-F	41/ 6.3	6.8	3.6	1.9	---
8. KDWN	32/ 4.9	6.0	8.2	4.4	5.9
9. KRAM	31/ 4.7	4.8	4.4	5.6	5.0
10. KFMS-F	28/ 4.3	3.3	9.8	6.3	7.4

12+ TSA 1/4	
1. KLUC-F	76
2. KENO-F	63
3. KXTZ-F	59
4. KORK-F	57
5. KVEG	48
6. KMJJ	41
KUDO-F	41
8. KDWN	37
9. KRAM	31
10. KFMS-F	28

12+ TSA CUME/MSA CUME RAT	
1. KLUC-F	1052/26.1
2. KENO-F	783/19.2
3. KMJJ	726/17.4
4. KDWN	668/13.4
5. KXTZ-F	660/16.2
6. KVEG	658/15.8
7. KUDO-F	647/16.1
8. KORK-F	594/14.8
9. KLAV	572/14.0
10. KENO	500/12.3

12+ FM SHARE (METRO): 55.19% (319 of 578) (O/N 80: 49.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KXTZ-F	1. KXTZ-F	1. KLUC-F
2. KENO-F	2. KENO-F	2. KENO-F	2. KVEG	KORK-F	2. KVEG
3. KLAV	3. KUDO-F	3. KUDO-F	3. KLUC-F	3. KVEG	3. KENO-F
	4. KMJJ	4. KMJJ	4. KMJJ	4. KDWN	KORK-F

OTHER RATED STATIONS/METRO SHARE

KENO	1460	3.8	KLAV	1230	4.0	KNUU	970	2.6
KORK	920	2.5	KVOV	1280	Henderson 3.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	51 (2)	179 (3)	230 (5)	39.8
BTFL MUSIC		112 (2)	112 (2)	19.4
COUNTRY	78 (2)	28 (1)	106 (3)	18.3
MOR/AC	89 (3)		89 (3)	15.4
SPANISH/BLACK	24 (1)		24 (1)	4.2
NEWS/TALK	17 (1)		17 (1)	2.9
			578 (15)	

RADIO STATIONS

KDWN, 720, 50 KW (DA-N), MOR, $17.75 (Blair)
KENO, 1460, 5 KW/1 KW (DA-N), CONTEMP (Drake-Chen) ABC-C, $22.10 (Lotus) Lotus
KLAV, 1230, 1 KW/250 W, ROCK MBS, $19.00 (Masla) Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N), AC ABC-E, $24.60* (Mc-Guild) Western Cities
KRAM, 1340, 1 KW/250 W, COUNTRY, $12.00 (Torbet)
KVEG, 1400, 1 KW/250 W, COUNTRY, $29.63* (Katz) Bdcst Assoc

KENO-F, 92.3, 100 KW @ 1520, AOR (Burk-Abr) Source, $22.10 (Lotus) Lotus
KFMS-F, 101.9, 20 KW @ 41, COUNTRY (Burk-Abr) Source, $29.63* (Katz) Bdcst Assoc
KLUC-F, 98.5, 25 KW @ 180, ROCK, $35.00* (Mc-Guild) Western Cities
KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke), $22.00* (Eastman) Donrey
KUDO-F, 93.1, 25 KW @ 260, SOFT ROCK (TM) RKO, $19.00 (HNW)
KXTZ-F, 94.1, 100 KW @ 1250, BTFL MUS (Master), $19.00 (Selcom)

TV STATIONS

KLAS	Las Vegas	8	CBS, Landmark	KVBC	Las Vegas	3	NBC
KTNV	Las Vegas	13	ABC	KVVU	Henderson	5	IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal	E	83,232, Donrey
Las Vegas Sun	M	56,446

8-85

LEXINGTON

Market # 120
Revenue Rank #90
Income Rank # 34
APR 15.4
SMSA Pop: 319,800
CSI: 2.3 Bil (# 122)

CSI HH

Revenue : $ 5,899,647
Income : $ 897,263
% Rev Gain: 14.8%
~~% Rev Gain:~~ 21.5M (#114)
Stations: 16/13
Diaries: 703/455:1
Standard Error: .735

National Rev: $ 914,431
Nat Rev per Cap: $ 2.86
Tot Rev per Cap: $18.44
Tot Inc per Cap: $ 2.81
Profit Margin: 15.2%
Retail $: 1.5 Bil (# 114)
Retail Sales %: .365

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WKQQ-F	75/18.2	21.2	12.8	16.5	16.1
2. WLAP-F	67/16.3	21.4	20.5	14.2	14.1
3. WVLK	60/14.6	12.0	14.7	20.8	15.2
4. WTKC	36/ 8.8	8.9	8.7	6.6	6.2
5. WVLK-F	35/ 8.5	9.4	15.4	11.7	14.1
6. WAXU-F	26/ 6.3	5.0	3.9	9.1	11.3
7. WLAP	24/ 5.8	6.4	6.5	9.4	9.6
8. WJMM-F	13/ 3.2	.9	1.7	.8	.6
9. WNVL	12/ 2.9	2.6	2.4	1.5	2.3
10. WWKY	9/ 2.2	.9	.5	.5	.6

12+ TSA 1/4	
1. WLAP-F	153
2. WKQQ-F	109
3. WVLK-F	77
4. WVLK	76
5. WTKC	40
6. WAXU-F+	38
7. WHAS	37
8. WLAP	35
9. WJMM-F	18
10. WNVL	12

12+ TSA CUME/MSA CUME RAT	
1. WLAP-F	1798/31.6
2. WVLK	1505/37.7
3. WKQQ-F	1337/27.9
4. WVLK-F	1005/19.3
5. WLAP	815/18.8
6. WHAS	761/ 7.3
7. WTKC	521/17.5
8. WAXU-F+	519/13.4
9. WSKV-F	237/ 1.4
10. WJMM-F	209/ 7.0

12+ FM SHARE (METRO): 57.67% (218 of 378) (O/N 80: 58.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WLAP-F	1. WVLK	1. WVLK
2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WVLK	2. WTKC	2. WLAP-F
	3. WVLK	3. WVLK	3. WTKC	WVLK-F	3. WKQQ-F

OTHER RATED STATIONS/METRO SHARE

WFMI-F	100.1	Winchester	1.7
WILP	1440	Paris	.7
WNCW-F	96.7	Paris	.5
WHAS	840	Louisville	1.7
WSKV-F	104.9	Stanton	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		149 (3)	149 (3)	39.4
MOR/AC	100 (4)		100 (4)	26.5
COUNTRY	57 (3)	19 (2)	76 (5)	20.1
BTFL MUSIC	3 (1)	37 (2)	40 (3)	10.6
RELIGION		13 (1)	13 (1)	3.4
			378 (16)	

RADIO STATIONS

WLAP, 630,	5 KW/1 KW (DA-2),	MOR	CBS,	$41.25	(Mc-Guild)	Illinois Bdcst
WNVL, 1250,	500 W (DAYS)	, COUNTRY	,	$ 6.75	(Regional)	(NICHOLASVILLE)
WTKC, 1300,	2.5 KW/1 KW (DA-N),	COUNTRY	NBC,	$15.00	(Selcom)	
WVLK, 590,	5 KW/1 KW (DA-2),	MOR	ABC-I,	$31.85	(Torbet)	Bluegrass
WWKY, 1380,	1 KW (DAYS)	, AC	ABC-C,	$ 5.00	(White)	(WINCHESTER)
WAXU-F+, 103.1,	3 KW @ 300,	COUNTRY	MBS,	$10.00	(Savalli)	(GEORGETOWN)
WJMM-F, 106.3,	3 KW @ 276,	RELIGION	,	$ 5.20	(----) Mortenson	(VERSAILLES)
WKQQ-F, 98.1,	100 KW @ 551,	AOR	Source,	$40.00	(Christal)	
WLAP-F, 94.5,	50 KW @ 660,	ROCK (TM)	RKO,	$41.25	(Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9,	100 KW @ 854,	BTFL MUS (FM-100)	,	$31.85	(Torbet)	Bluegrass

WHAS - See Louisville

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass
WTVQ	Lexington	62	ABC, Shamrock
WLEX	Lexington	18	NBC, Gay-Bell

NEWSPAPERS

Lexington Herald	M	70,790, Knight-Ridder
Lexington Leader	E	34,105, Knight-Ridder

LITTLE ROCK

Market # 102
Revenue Rank # 73
Income Rank # 360
APR 14.9
SMSA Pop: 394,300
CSI: 2.9 Bil (# 103)

Revenue : $7,323,792
Income : $ -518,850
% Rev Gain: +15.0
Stations: 16/15
Diaries: 734/537:1
CSI HH: 19.9 M (# 228)
Standard Error: .685

National Rev: $2,056,590
Nat Rev per Cap: $5.21
Tot Rev per Cap: $18.57
Tot Inc per Cap: $-1.32
Profit Margin: ---
Retail $: 1.8 Bil (# 97)
Retail Sales %: .329

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KSSN-F	85/17.7	22.0	14.7	17.3	14.4
2. KEZQ-F	62/12.9	7.9	11.0	7.0	9.0
3. KOKY	56/11.7	13.4	9.9	10.0	16.1
4. KKYK-F	47/ 9.8	8.6	7.6	8.4	4.6
5. KARN	38/ 7.9	5.4	10.8	8.6	6.4
6. KMJX-F	37/ 7.7	5.2	2.5	---	---
7. KLRA	31/ 6.5	8.6	10.1	11.2	10.8
8. KLPQ-F	27/ 5.6	5.2	5.7	9.8	6.8
9. KLAZ-F	23/ 4.8	8.6	11.2	12.1	13.0
10. KAAY	22/ 4.6	6.3	7.8	5.8	6.8

12+ TSA 1/4	
1. KSSN-F	289
2. KKYK-F	118
3. KEZQ-F	86
4. KLPQ-F	75
5. KMJX-F	71
6. KARN	60
7. KOKY	56
8. KLRA	52
9. KLAZ-F	48
10. KAAY	46

12+ TSA CUME/MSA CUME RAT	
1. KSSN-F	3034/27.2
2. KKYK-F	2093/23.4
3. KAAY	1560/16.6
4. KLPQ-F	1202/16.0
5. KLAZ-F	1194/16.3
6. KARN	1095/19.4
7. KLRA	1031/18.7
8. KEZQ-F	824/17.6
9. KMJX-F	757/12.5
10. KOKY	581/17.1

12+ FM SHARE (METRO): 62.28% (284 of 456) (O/N 80: 55.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLPQ-F	1. KKYK	1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F
KOKY	KSSN-F	2. KKYK-F	2. KEZQ-F	2. KEZQ-F	2. KKYK-F
3. KMJX-F	3. KOKY	3. KOKY	3. KKYK-F	3. KLRA	3. KAAY+
4. KLAZ-F	4. KMJX-F	4. KEZQ-F	4. KOKY	4. KARN	4. KLRA

OTHER RATED STATIONS/METRO SHARE

KAUL	1380		.6
KGKO	850	Benton	.2
KITA	1440		1.3
KXLR	1150		2.5
KSOH	1050		.6
KAKI-F	107.1	Benton	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		134 (4)	134 (4)	29.4
COUNTRY	43 (2)	88 (2)	131 (4)	28.7
BTFL MUSIC		62 (1)	62 (1)	13.6
BLACK	56 (1)		56 (1)	12.3
NEWS/TALK	38 (1)		38 (1)	8.3
MOR/AC	26 (3)		26 (3)	5.7
RELIGION	9 (2)		9 (2)	2.0
			456 (16)	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N), AC	ABC-C,	$22.00	(Katz)	Multimedia
KARN, 920, 5 KW (DA-N), NEWS/TALK	MBS,NBC,	$25.00	(Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N), COUNTRY	CBS,	$19.00	(Mc-Guild)	Signal Media
KOKY, 1250, 1 KW/500 W (DA-N), BLACK	,	$50.00*	(Torbet)	Curtis
KLPQ-F, 94.1, 100 KW @ 770, ROCK	ABC-F,	$19.50	(Katz)	Multimedia
KEZQ-F, 100.3, 100 KW @ 295, BTFL MUS (FM-100)	,	$22.00*	(Selcom)	Security
KKYK-F, 103.7, 100 KW @ 1510, CONTEMP/AC	,	$25.00	(Blair)	
KLAZ-F, 98.5, 100 KW @ 880, CONTEMP	,	$50.00*	(Torbet)	Curtis
KSSN-F, 95.7, 100 KW @ 1000, COUNTRY (TM)	ABC-E,	$59.88*	(Eastman)	Firstcom
KMJX-F, 105.1, 100 KW @ 534, ROCK	,	$18.00*	(Christal)	(CONWAY)

TV STATIONS

KARK	Little Rock	4	NBC, Gannett
KTHV	Little Rock	11	CBS
KATV	Little Rock	7	ABC, Leake

NEWSPAPERS		
Little Rock Arkansas Democrat	E	66,275
Little Rock Arkansas Gazette	M	129,274

LOS ANGELES

Market # 2; ADI # 2
Revenue Rank # 1
Income Rank # 1
APR 16.4
SMSA Pop: 7,382,500
CSI: 70.3 Bil (# 2)

Revenue : $ 147,234,809
Income : $ 38,583,656
% Rev Gain: 26.2%
Stations: 44/55
Diaries: 4086/1807:1
CSI HH: 24.0 M (# 42)
Standard Error: .331

National Rev: $66,819,658
Nat Rev per Cap: $ 9.05
Tot Rev per Cap: $ 19.94
Tot Inc per Cap: $ 5.23
Profit Margin: 26.2%
Retail $: 34.0 Bil (# 1)
Retail Sales %: .312

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80
1. KABC	1046/8.0	6.6	8.5	6.9	6.9
2. KBIG-F	657/5.0	6.0	5.5	6.5	5.1
3. KLOS-F	608/4.7	4.5	3.6	2.9	2.7
4. KMET-F	589/4.5	5.7	4.6	3.9	3.6
5. KFWB	578/4.4	3.7	3.8	4.8	5.0
6. KJOI-F	488/3.7	4.5	3.8	4.3	4.3
7. KNX	412/3.2	3.2	3.8	3.5	4.2
8. KRTH-F	411/3.1	3.5	3.1	3.9	3.2
9. KHTZ-F	388/3.0	3.1	3.0	3.6	3.0
10. KRLA	364/2.8	2.6	3.7	2.9	4.1
11. KLAC	355/2.7	2.7	2.9	3.2	3.7
12. KOST-F	345/2.6	2.1	2.5	2.9	2.5
KNX-F	345/2.6	3.0	2.8	4.3	2.8
14. KZLA-F	333/2.5	2.0	1.7	2.5	1.6
15. KIQQ-F	330/2.5	2.9	2.6	2.7	3.1
16. KALI	324/2.5	1.7	1.1	2.0	2.4
17. KROQ-F	316/2.4	1.8	1.7	1.6	1.8
18. KTNQ	315/2.4	2.7	1.9	1.5	1.7
19. XTRA	310/2.4	1.8	1.6	2.0	1.0
20. KGFJ	308/2.4	2.1	1.4	.8	.8

12+ TSA 1/4	
1. KABC	1177
2. KMET-F	812
3. KBIG-F	810
4. KLOS-F	769
5. KFWB	624
6. KNX	600
7. KRTH-F	558
8. KJOI-F	528
9. KFI	497
10. KNX-F	453
11. XTRA	432
12. KLAC	430
13. KOST-F	422
14. KHTZ-F	408
15. KRLA	389
16. KZLA-F	363
17. KIIS-F	346
18. KROQ-F	339
19. KIQQ-F	336
20. KTNQ	331

12+ TSA·CUME/MSA CUME RAT	
1. KABC	14888/16.6
2. KNX	13241/11.6
3. KMET-F	12306/12.0
4. KLOS-F	12085/11.9
5. KFWB	11434/13.1
6. KFI	11352/ 8.2
7. KBIG-F	11119/11.3
8. KRTH-F	9289/ 8.9
9. XTRA	7790/ 8.9
10. KJOI-F	7790/ 8.9
11. KIIS-F	7498/ 7.9
12. KHTZ-F	7448/ 8.8
13. KNX-F	7309/ 7.3
14. KLAC	7264/ 7.5
15. KIQQ-F	7129/ 8.5
16. KMPC	7114/ 7.5
17. KRLA	6578/ 7.4
18. KOST-F	6560/ 6.9
19. KROQ-F	5004/ 5.7
20. KZLA-F	4911/ 5.6

12+ FM SHARE (METRO): 52.37% (6295 of 12021) (FAL 80: 53.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLOS-F	1. KMET-F	1. KMET-F	1. KABC	1. KABC	1. KABC
2. KROQ-F	2. KLOS-F	2. KLOS-F	2. KBIG-F	2. KBIG-F	2. KFWB
3. KMET-F	3. KRTH-F	3. KRTH-F	3. KFWB	3. KJOI-F	3. KNX
XTRA	4. KHTZ-F	4. KHTZ-F	4. KRTH-F	4. KFWB	4. KFI
5. KGFJ	KNX-F	5. KBIG-F	5. KRLA	5. KNX	5. KBIG-F
6. KIQQ-F	6. KRLA	6. KABC	6. KZLA-F	6. KOST-F	6. KLOS-F
7. KUTE-F	7. KROQ-F	7. KRLA	7. KTNQ	7. KLAC	7. KMET-F
8. KIIS-F	8. KIQQ-F	8. KNX-F	8. KLAC	8. KZLA-F	8. KTNQ
	9. KGFJ	9. KTNQ	9. KJOI-F	9. KMPC	9. KRTH-F
	KTNQ	10. KFWB	10. KHTZ-F	10. KWKW	10. KLAC

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1012 (4)	2641 (8)	3653 (12)	30.4
NEWS/TALK	2301 (4)		2301 (4)	19.1
BTFL MUSIC		1597 (4)	1597 (4)	13.3
BLACK/URBAN/JAZZ	490 (2)	579 (4)	1069 (6)	8.9
SPANISH	917 (3)	150 (1)	1067 (4)	8.9
COUNTRY	646 (3)	376 (2)	1022 (5)	8.5
MOR/AC	48 (1)	851 (3)	899 (4)	7.5
CLASSICAL	56 (1)	101 (1)	157 (2)	1.3
RELIGION	139 (2)		139 (2)	1.2
BIG BAND/NOST	117 (1)		117 (1)	1.0
			12021 (44)	

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KABC	1. KABC	1. KABC
2. KBIG-F	2. KMET-F	2. KFWB
3. KMET-F	3. KNX	3. KALI
4. KLOS-F	4. KLOS-F	4. KTNQ
5. KFWB	5. KFWB	5. KGFJ
6. KRTH-F	6. KBIG-F	6. KWKW
7. KNX	7. KFI	7. KNX
8. KJOI-F	8. KRTH-F	8. KBIG-F
9. KFI	9. KJOI-F	9. KMET-F
10. KNX-F	10. KIIS-F	10. KLOS-F
11. KLAC	11. KHTZ-F	
12. KOST-F	12. KLAC	
13. KHTZ-F	13. KIQQ-F	
14. KRLA	14. KNX-F	
15. KZLA-F	15. KMPC	

ADI FM SHARE: 56.96% (7528 of 13217)

OTHER RATED STATIONS/METRO SHARE			
KACE-F	103.9	Inglewood	.6
KBRT	740	Avalon	.5
KDAY	1580	Santa Monica	1.4
KEZY	1190	Anaheim	.4
KEZY-F	95.9	Anaheim	.5
KFAC	1330		.4
KFAC-F	92.3		.8
KFI	640		2.2
KHJ	930		1.8
KIEV	870	Glendale	.6
KIIS-F	102.7		2.1
KIKF-F	94.3	Garden Grove	.3
KJLH-F	102.3	Compton	1.0
KKGO-F	105.1		1.0
KLVE-F	107.5		1.1
KMPC	710		2.0
KNOB-F	97.9	Long Beach	.8
KPRZ	1150		.9
KUTE-F	101.9	Glendale	1.8
KWIZ	1480	Santa Ana	.4
KWIZ-F	96.7	Santa Ana	.4
KWKW	1300	Pasadena	2.1
KWST-F	105.9		.8
KZLA	1540		.4

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC-I,	$331.25	(Katz)	ABC
KALI,	1430,	5 KW (DA-2)	, SPANISH	,	? ?	(UBC)	United
KFI ,	640,	50 KW	, AC/CONTEMP	ABC-E,	$185.00*	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	NBC,	$171.88*	(RAR)	Westinghouse
KGFJ,	1230,	1 KW/250 W	, BLACK	MBS,	$ 65.55*	(?)	Inner City
KHJ ,	930,	5 KW (DA-N)	, COUNTRY	RKO,	$100.00*	(RKO)	RKO
KLAC,	570,	5 KW (DA-N)	, COUNTRY	,	$167.50	(Eastman)	Metromedia
KMPC,	710,	50 KW/10 KW (DA-N)	, TALK	,	$110.47	(MMR)	Golden West
KNX ,	1070,	50 KW	, NEWS	CBS,	$270.00	(CBS Spot)	CBS
KRLA,	1110,	50 KW/10 KW (DA-1)	, CONTEMP/AC	,	$156.25	(Howard)	
KTNQ,	1020,	50 KW (DA-2)	, SPANISH	,	$ 79.75	(Caballero)	
KWKW,	1300,	5 KW/1 KW (DA-2)	, SPANISH	,	$ 54.50	(Lotus)	Lotus
XTRA,	690,	50 KW	, ROCK	,	$ 75.00*	(MMR) Noble	(TIJUANA)

FM STATIONS

KBIG-F,	104.3,	105 KW @ 5800,	BTFL MUS (Bonne)	,	$220.00*	(Torbet)	Bonneville
KHTZ-F,	97.1,	55 KW @ 770,	AC	,	$111.75*	(Selcom)	Greater Media
KIIS-F,	102.7,	8 KW @ 2790,	ROCK	ABC-C,	$124.38	(Mc-Guild)	Gannett
KIOQ-F,	100.3,	58 KW @ 1180,	ROCK	,	$110.00*	(Masla)	Outlet
KJOI-F,	98.7,	75 KW @ 1833,	BTFL MUS (Schulke)	,	$205.88	(Selcom)	Beatrice Foods
KLOS-F,	95.5,	68 KW @ 2920,	AOR	ABC-F,	$178.75*	(Katz)	ABC
KMET-F,	94.7,	58 KW @ 2835,	AOR				
KNX-F ,	93.1,	54 KW @ 2870,	SOFT ROCK	,	$163.00	(CBS/FM)	CBS
KOST-F,	103.5,	13 KW @ 6100,	BTFL MUS (FM-100)	,	$120.00	(Christal)	Cox
KROQ-F,	106.7,	26 KW @ 1600,	ROCK	,	$ 50.00*	(Roslin)	
KRTH-F,	101.1,	58 KW @ 2930,	AC	,	$195.00*	(RKO)	RKO
KUTE-F,	101.9,	690 W @ 5800,	URBAN	,	$150.88*	(?)	Inner City
KZLA-F,	93.9,	49 KW @ 2000,	COUNTRY	,	$110.00*	(Blair)	Capital Cities

SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS.

LOUISVILLE

Market # 44; ADI # 42
Revenue Rank # 46
Income Rank # 372
APR 14.9
SMSA Pop: 924,700
CSI: 7.3 Bil (# 42)

Revenue : $11,564,527
Income : $-1,137,721
% Rev Gain: -3.2
Stations: 17/16
Diaries: 1372/674:1
CSI HH: 23.0 M (# 72)
Standard Error: .507

National Rev: $2,778,035
Nat Rev per Cap: $3.00
Tot Rev per Cap: $12.50
Tot Inc per Cap: $-1.23
Profit Margin: ---
Retail $: 3.9 Bil (# 43)
Retail Sales %: .258

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WVEZ-F	103/9.3	10.4	9.9	10.7	12.9
2. WRKA-F	102/9.2	6.8	3.6	3.1	1.6
3. WHAS	93/8.4	9.7	7.8	8.9	10.8
WCII	93/8.4	6.7	4.7	4.5	4.7
5. WLOU	89/8.0	6.3	5.7	9.4	4.7
6. WAMZ-F	87/7.9	10.6	11.7	8.8	6.9
7. WQMF-F	85/7.7	6.1	3.9	3.7	4.7
8. WAVG	80/7.2	8.2	6.8	7.7	8.2
9. WKJJ-F	77/6.9	8.7	10.5	7.8	10.2
10. WAKY	69/6.2	5.0	9.5	9.8	5.7
11. WLRS-F	56/5.1	6.0	8.5	5.7	10.1
12. WINN	37/3.3	3.6	5.0	5.9	8.0

12+ TSA 1/4	
1. WAMZ-F	213
2. WHAS	161
3. WQMF-F	136
4. WCII	131
5. WKJJ-F	126
WVEZ-F	126
7. WRKA-F	106
8. WLOU	100
9. WAKY	90
10. WAVG	85
11. WLRS-F	58
12. WINN	37

12+ TSA CUME/MSA CUME RAT	
1. WHAS	3455/26.4
2. WAMZ-F	2820/18.1
3. WKJJ-F	2164/18.1
4. WAKY	2079/20.6
5. WQMF-F	2001/16.5
6. WCII	1954/19.1
7. WAVG	1672/18.4
8. WRKA-F	1436/18.6
9. WVEZ-F	1370/14.8
10. WLRS-F	1255/15.2
11. WLOU	711/ 8.8
12. WINN	652/ 8.1

12+ FM SHARE (METRO): 51.19% (539 of 1053) (O/N 80: 51.19%)

TEENS	18 - 34	18 - 49	25 - 54	25 - 54	35 - 64
1. WQMF-F	1. WRKA-F	1. WRKA-F	1. WCII	1. WVEZ-F	1. WHAS
2. WKJJ-F	2. WLOU	2. WCII	2. WRKA-F	2. WCII	2. WAMZ-F
3. WLRS-F	WQMF-F	3. WLOU	3. WVEZ-F	3. WHAS	3. WCII
4. WLOU	4. WAKY	4. WAMZ-F	4. WAMZ-F	4. WAMZ-F	4. WAKY
	5. WKJJ-F	5. WAKY	5. WHAS	5. WAVG	5. WKJJ-F
	WLRS-F				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		320 (4)	320 (4)	30.4
MOR/AC	242 (3)	10 (1)	252 (4)	23.9
COUNTRY	112 (2)	87 (1)	199 (3)	18.9
BTFL MUSIC		103 (1)	103 (1)	9.8
BLACK	89 (1)		89 (1)	8.5
BIG BAND/NOST	47 (2)		47 (2)	4.5
RELIGION	24 (1)	19 (1)	43 (2)	4.1
			1053 (17)	

B-90

LOUISVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WAMZ-F	1. WHAS	1. WLOU
2. WHAS	2. WAMZ-F	2. WAMZ-F
3. WQMF-F	3. WKJJ-F	3. WHAS
4. WCII	4. WAKY	4. WAVG
5. WVEZ-F	5. WQMF-F	5. WCII
6. WKJJ-F	6. WCII	6. WVEZ-F
7. WRKA-F	7. WAVG	7. WQMF-F
8. WLOU	8. WRKA-F	8. WAKY
9. WAKY	9. WVEZ-F	9. WKJJ-F
10. WAVG	10. WLRS-F	10. WRKA-F
11. WLRS-F	11. WLOU	
12. WINN	12. WINN	
13. WTMT	13. WXLN-F	
14. WFIA	14. WFIA	
15. WGTC-F	15. WJYL-F	

OTHER RATED STATIONS/METRO SHARE			
WFIA	900		2.2
WJYL-F	101.7	Jefferstown	.9
WTMT	620		1.7
WXLN-F	103.9		1.7
WXVW	1450	Jeffersonville,IN	.9

ADI FM SHARE: 55.32% (874 of 1580) (O/N 80: 57.45%)

AM STATIONS

WAKY,	790,	5 KW/1 KW (DA-2),	AC	ABC-I,	$64.31*	(Eastman)	Multimedia
WAVG,	970,	5 KW (DA-2)	, MOR	NBC,	$43.00	(Katz)	Henson
WCII,	1080,	10 KW/1 KW (DA-2),	COUNTRY	MBS,	$40.00*	(Torbet)	Great Trails
WHAS,	840,	50 KW	, MOR	CBS,	$71.25	(Blair)	
WFIA,	900,	1 KW (DAYS)	, RELIGION	,	$10.00	(Radio Spot)	
WINN,	1240,	1 KW/250 W	, NOSTALGIA	RKO,	$35.00	(Mc-Guild)	
WLOU,	1350,	5 KW (DAYS)	, BLACK	NBN,SBN,	$35.00	(Howard)	
WTMT,	620,	500 W (DAYS,DA)	, COUNTRY	,	$15.50	(Masla)	

FM STATIONS

WAMZ-F,	97.5,	100 KW @ 505,	COUNTRY (Drake-Chen)	ABC-E,	$65.75	(Blair)	
WJYL-F,	101.7,	3 KW @ 300,	BTFL/AC (Schulke II)	Source,	$30.00	(----)	
WKJJ-F,	99.7,	20 KW @ 720,	ROCK	,	$55.00*	(Torbet)	Great Trails
WLRS-F,	102.3,	3 KW @ 300,	AOR (Burk-Abr)	Source,	$50.00	(Katz)	Henson
WQMF-F,	95.7,	34 KW @ 580,	AOR	,	$29.00	(Selcom)	Wood
WRKA-F,	103.1,	3 KW @ 300,	AC	ABC-C,	$39.00	(Christal)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670,	BTFL MUS (Schulke)	,	$51.45*	(Eastman)	Multimedia
WXLN-F,	103.9,	950 W @ 490 ,	RELIGION	,	$15.00	(Radio Spot)	Tornberg

WGTC-F - See Indianapolis

TV STATIONS

WAVE	Louisville	3	NBC, Cosmos
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Gannett

NEWSPAPERS

Louisville Courier-Journal,Times	ME	342,919

LUBBOCK

Market # 164
Revenue Rank # 126
Income Rank # 315
APR 16.1
SMSA Pop: 220,100
CSI: 1.8 Bil (# 154)

Revenue : $4,126,331
Income : $ -212,038
% Rev Gain: -5.7
Stations: 14/12
Diaries: 608/362:1
CSI HH: 22.9 M (# 78)
Standard Error: .860

National Rev: $680,549
Nat Rev per Cap: $3.09
Tot Rev per Cap: $18.75
Tot Inc per Cap: $-.96
Profit Margin: ---
Retail $: 1.3 Bil (# 123)
Retail Sales %: .288

12+ METRO 1/4/SHARE		SPG 81	A/M 80
1. KLLL-F	49/17.4	22.7	10.1
2. KFMX-F	37/13.2	11.4	7.0
3. KSEL-F	35/12.5	12.5	15.4
4. KTEZ-F	34/12.1	8.2	12.8
5. KSEL	21/ 7.5	8.6	10.6
6. KFYO	18/ 6.4	7.5	7.0
7. KLFB	14/ 5.0	3.1	2.6
8. KLLL	11/ 3.9	5.5	2.2
KEND	11/ 3.9	6.7	7.0
10. KRLB-F	10/ 3.6	---	3.5

12+ TSA 1/4	
1. KLLL-F	88
2. KTEZ-F	62
3. KSEL-F	56
4. KFMX-F	54
5. KFYO	48
6. KSEL	37
7. KLFB	17
8. KLLL	16
9. KEND	11
10. KRLB-F	10

12+ TSA CUME/MSA CUME RAT	
1. KLLL-F	915/30.6
2. KSEL-F	755/27.0
3. KFYO	652/16.4
4. KFMX-F	645/22.5
5. KSEL	584/22.0
6. KTEZ-F	577/17.3
7. KEND	304/12.5
8. KLLL	278/11.5
9. KRLB	162/ 4.9
10. KLFB	157/ 7.4

12+ FM SHARE (METRO): 64.04% (171 of 267) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSEL-F	1. KFMX-F	1. KLLL-F	1. KLLL-F	1. KTEZ-F	1. KLLL-F+
2. KSEL	2. KLLL-F	2. KFMX-F	2. KTEZ-F	2. KLLL-F	2. KSEL-F+
3. KLLL-F KFMX-F	3. KSEL-F	3. KSEL-F	3. KSEL		3. KFYO

OTHER RATED STATIONS/METRO SHARE

KCAS	1050	Slaton	2.8
KJAK-F	92.7	Slaton	2.1
KKAM	1340		2.1
KRLB	580		2.5

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	72 (2)	93 (3)	34.8
COUNTRY	40 (3)	49 (1)	89 (4)	33.3
BTFL MUSIC		34 (1)	34 (1)	12.7
MOR/AC	15 (2)	10 (1)	25 (3)	9.4
SPANISH	14 (1)		14 (1)	5.2
RELIGION		6 (1)	6 (1)	2.2
BIG BAND	6 (1)		6 (1)	2.2
			267 (14)	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2) , COUNTRY , $11.13 (Howard)
KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY CBS, $10.00 (Savalli)
KLFB, 1420, 500 W (DA-1) , SPANISH , $15.00 (Caballero)
KLLL, 1460, 1 KW (DAYS) , COUNTRY (Musicworks*) MBS, $12.00* (Eastman)
KSEL, 950, 5 KW/500 W (DA-2), CONTEMP RKO, $17.75 (Mc-Guild) Harris
KRLB, 580, 500 W (DAYS, DA) , MOR (TM) , $ 9.00 (PRO)

KFMX-F, 94.5, 100 KW @ 680, AOR (Burk-Abr) Source, $14.40 (Selcom) So. Minn
KLLL-F, 96.3, 100 KW @ 580, COUNTRY MBS, $20.00* (Eastman)
KRLB-F, 99.5, 46 KW @ 630, AC (FM-100) , $10.00 (PRO)
KSEL-F, 93.7, 100 KW @ 736, ROCK (TM) RKO, $17.75 (Mc-Guild) Harris
KTEZ-F, 101.1, 100 KW @ 862, BTFL MUS (Schulke) , $21.00 (Torbet)

* Some dayparts only

TV STATIONS

KCBD	Lubbock	11	NBC, Columbia (SC) State-Record
KLBK	Lubbock	13	CBS
KAMC	Lubbock	28	ABC

NEWSPAPERS Lubbock Avalanche-Journal (M-55,997) (E-14,602), Morris

MADISON

Market # 116
Revenue Rank # 83
Income Rank # 36
APR 16.5
SMSA Pop: 324,800
CSI: 2.7 Bil (# 108)

Revenue : $ 6,272,159
Income : $ 862,656
% Rev Gain: 6.1%
Stations: 13/9
Diaries: 818/376:1
CSI HH: 22.9 M (# 76)
Standard Error: .716

National Rev: $ 1,061,758
Nat Rev per Cap: $ 3.27
Tot Rev per Cap: $ 19.31
Tot Inc per Cap: $ 2.66
Profit Margin: 13.8%
Retail $: 1.6 Bil (# 111)
Retail Sales %: .346

12+ METRO	1/4/SHARE	SPG 81	A/M 80
1. WIBA	59/12.9	10.4	10.3
2. WTSO	57/12.5	13.5	15.5
3. WIBA-F	52/11.4	9.7	3.5
4. WZEE-F	44/ 9.6	10.6	9.3
5. WLVE-F	38/ 8.3	7.7	9.0
6. WISM	35/ 7.7	5.5	8.0
7. WISM-F	33/ 7.2	8.2	10.3
8. WMAD-F	23/ 5.0	6.6	10.3
9. WWQM-F	21/ 4.6	6.0	4.3
10. WMAQ	7/ 1.5	1.3	---

12+ TSA 1/4	
1. WZEE-F	108
2. WMAQ	99
3. WTSO	91
4. WIBA-F	84
5. WLVE-F	78
6. WIBA	63
7. WISM-F	47
8. WISM	43
9. WSJY-F	26
WWQM-F	26

12+ TSA CUME/MSA CUME RAT	
1. WZEE-F	1658/29.2
2. WIBA-F	1401/33.0
3. WTSO	1256/26.6
4. WMAQ	1225/ 4.1
5. WIBA	1049/32.0
6. WISM	860/23.8
7. WISM-F	795/22.8
8. WLVE-F	773/14.3
9. WMAD-F	470/15.4
10. WGN	426/ 3.9

12+ FM SHARE (METRO): 56.84% (216 of 380) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZEE-F	1. WIBA-F	1. WIBA-F	1. WTSO	1. WTSO	1. WTSO
2. WIBA-F	2. WISM A/F	WISM A/F	2. WIBA	2. WIBA	2. WIBA
3. WMAD-F	WZEE-F	WTSO,WZEE	3. WLVE-F	3. WLVE-F	3. WMAQ

OTHER RATED STATIONS/METRO SHARE

WBBM	780	Chicago	.9
WGN	720	Chicago	.4
WSJY-F	107.3	Ft. Atkinson	1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	35 (1)	119 (3)	154 (4)	40.5
MOR/AC	61 (2)	33 (1)	94 (3)	24.7
COUNTRY	64 (2)	21 (1)	85 (3)	22.4
BTFL MUSIC		43 (2)	43 (2)	11.3
NEWS/TALK	2 (1)		2 (1)	0.5
			380 (13)	

RADIO STATIONS

WIBA, 1310, 5 KW (DA-N) , MOR CBS, $20.50 (Blair) Des Moines Reg-Trib
WISM, 1480, 5 KW (DA-2) , CONTEMP , $21.88 (Mc-Guild) Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2), COUNTRY , $25.75 (Torbet) Midcontinent

WIBA-F, 101.5, 50 KW @ 470, AOR (Noble) , $23.00 (Blair) Des Moines Reg-Trib
WISM-F, 98.1, 20 KW @ 350, CONTEMP/AC , $28.25 (Mc-Guild) Midwest Family
WMAD-F, 92.1, 3 KW @ 300, AOR (Burk-Abr) Source, $21.00 (Christal)
WWQM-F, 106.3, 1.8 KW @ 380, COUNTRY ABC-I, $15.75 (Masla) McKenna
WZEE-F, 104.1, 6 KW @ 1120, ROCK , $27.00 (Torbet) Midcontinent
WLVE-F, 94.9, 37 KW @ 1300, BTFL MUS (KalaMusic) , $25.00 (?) (BARABOO)
WSJY-F, 107.3, 50 KW @ 500, BTFL MUS , $10.00 (----) (FT. ATKINSON)

TV STATIONS

WISC	Madison	3	CBS, Morgan Murphy
WKOW	Madison	27	ABC, Liberty
WMTV	Madison	15	NBC, Forward

NEWSPAPERS

Madison Capitol Times	E	33,701
Wisconsin State Journal	M	76,640

McALLEN-BROWNSVILLE

Market # 92 (approx)
Revenue Rank # 96 (approx)
Income Rank # 314 (approx)
APR 18.5
SMSA Pop: 456,400
CSI: 2.2 Bil (# 125 approx)

Revenue : $5,564,251
Income : $ -200,583
% Rev Gain: NA
Stations: 15/14
Diaries: 693/659:1
CSI HH: 17.5 M (# 305)
Standard Error: .681

National Rev: $1,510,057
Nat Rev per Cap: $3.31
Tot Rev per Cap: $12.19
Tot Inc per Cap: $-.43
Profit Margin: ---
Retail $: 1.9 Bil (# 92 app)
Retail Sales %: .233

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. KGBT	228/23.6	33.2	34.5	15.1
2. KBFM	109/15.6	14.8	14.6	16.1
3. KRGV	60/ 8.6	5.2	8.7	5.4
4. KIWW-F	44/ 6.3	2.7	2.1	4.9
5. KELT-F	39/ 5.6	8.6	4.7	4.6
6. KBOR	36/ 5.2	6.2	5.4	1.6
7. KURV	22/ 3.1	1.3	1.7	1.3
KSOX	22/ 3.1	2.1	2.4	1.5
9. KQXX-F	20/ 2.9	.3	---	2.4
10. KRIO	18/ 2.6	10.2	10.2	8.6

12+ TSA 1/4	
1. KGBT	242
2. KBFM-F	120
3. KRGV	66
4. KIWW-F	48
5. KELT-F	43
6. KBOR	36
7. KURV	26
8. KSOX	24
9. KRIO	21
KQXX-F	21

12+ TSA CUME/MSA CUME RAT	
1. KGBT	1417/34.0
2. KBFM-F	1120/25.7
3. KRGV	967/22.7
4. KRIO	582/13.5
5. KELT-F	513/10.7
6. KBOR	511/13.5
7. KIWW-F	463/10.2
8. KSOX	383/ 9.2
9. KRIX-F	286/ 7.3
KDUV-F	203/ 5.4

12+ FM SHARE (METRO): 39.42% (259 of 657) (O/N 80: 30.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KGBT	2. KBFM-F	2. KBFM-F		2. KBFM-F
	3. KRGV	3. KIWW-F	KIWW-F		

OTHER RATED STATIONS/METRO SHARE

KIRT	1580	Mission	1.1
KDUV-F	100.3	Brownsville	2.3
KRIX-F	99.5	Brownsville	2.1
KVLY-F	107.9	Edinburg	2.9
KTRH	740	Houston	.6

FORMATS

	AM	FM	TOTAL	%
SPANISH	236 (2)	64 (2)	300 (4)	45.7
ROCK/AOR/CONTEMP	114 (3)	124 (2)	238 (5)	36.2
COUNTRY	22 (1)	39 (1)	62 (2)	9.4
BTFL MUSIC		32 (2)	32 (2)	4.9
MOR/AC	22 (1)		22 (1)	3.3
NEWS/TALK	4 (1)		4 (1)	0.6
			657 (15)	

RADIO STATIONS

KBOR,	1600,	1 KW (DA-2)	, CONTEMP	MBS,	$ 8.95	(Selcom)	
KGBT,	1530,	50 KW/10 KW (DA-N)	, SPANISH	,	$46.00	(Katz)	Tichenor
KRGV,	1290,	5 KW (DA-N)	, ROCK	ABC-C,	$17.00	(Blair)	
KRIO,	910,	5 KW (DA-1)	, CONTEMP/AC	,	$15.75	(Mc-Guild)	Tippie
KURV,	710,	250 W (DA-N)	, MOR	MBS,NBC,	$12.00	(----)	
KSOX,	1240,	1 KW/250 W	, COUNTRY	,	$10.90	(----)	(RAYMONDVILLE)
KBFM-F,	104.1,	100 KW @ 505,	ROCK	RKO,	$17.75	(Torbet)	
KDUV-F,	100.3,	100 KW @ 500,	BTFL MUS (TM)	,	$12.50	(----)	
KELT-F,	94.5,	100 KW @ 800,	COUNTRY (Drake-Chen)	,	$21.50	(Katz)	Tichenor
KIWW-F,	96.1,	100 KW @ 565,	SPANISH	,	$15.00	(Savalli)	
KQXX-F,	98.5,	26 KW @ 280,	SPANISH	,	$13.00	(Lotus)	
KRIX-F,	99.5,	100 KW @ 480,	CONTEMP/AC (Century 21)	,	$12.00	(Mc-Guild)	
KVLY-F,	107.9,	100 KW @ 490,	BTFL MUS	,	$15.75	(Mc-Guild)	Tippie

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

NEWSPAPERS

Brownsville Herald	E	14,590, Freedom
Harlingen Valley Star	M	23,615, Freedom

MEMPHIS

Market # 43; ADI # 34
Revenue Rank # 39
Income Rank # 154
APR 13.1
SMSA Pop: 931,700
CSI: 6.4 Bil (# 51)

Revenue : $13,087,893
Income : $ 99,655
% Rev Gain: -1.8
Stations: 17/19
Diaries: 1317/707:1
CSI HH: 19.8 M (# 230)
Standard Error: .491

National Rev: $4,696,674
Nat Rev per Cap: $5.04
Tot Rev per Cap: $14.05
Tot Inc per Cap: $ .11
Profit Margin: 0.8%
Retail $: 3.9 Bil (# 41)
Retail Sales %: .262

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WHRK-F	162/16.7	9.6	11.1	12.6	9.2
2. WEZI-F	109/11.2	10.8	12.1	10.5	10.9
3. WMC-F	88/ 9.1	10.3	7.4	9.4	10.5
4. WZXR-F	86/ 8.6	11.5	13.4	10.2	8.6
5. WMC	77/ 7.9	11.9	10.9	9.7	8.8
6. WDIA	74/ 7.6	5.4	5.9	8.7	7.9
7. WRVR-F	64/ 6.6	6.6	5.4	5.6	5.8
8. WLOK	50/ 5.1	5.1	4.7	6.7	5.8
9. WLVS-F	41/ 4.2	5.2	5.0	3.5	2.3
10. WMPS	39/ 4.0	6.9	4.2	3.5	6.3

12+ TSA 1/4	
1. WHRK-F	268
2. WMC-F	251
3. WEZI-F	155
4. WZXR-F	154
5. WDIA	120
6. WMC	110
7. WMPS	103
8. WRVR-F	78
9. WHBQ	74
10. WREC	71

12+ TSA CUME/MSA CUME RAT	
1. WMC-F	3553/21.5
2. WHRK-F	2338/20.7
3. WEZI-F	2157/18.9
4. WDIA	1979/15.8
5. WZXR-F	1817/15.2
6. WHBQ	1816/12.5
7. WMC	1809/15.8
8. WMPS	1567/10.6
9. WREC	1409/11.5
10. WRVR-F	1279/13.4

12+ FM SHARE (METRO): 61.55% (573 of 931) (O/N 80: 58.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WEZI-F	1. WMC-F
2. WZXR-F	2. WZXR-F	2. WMC-F	2. WEZI-F	2. WMC	2. WHRK-F
3. WMC-F	3. WMC-F	3. WEZI-F	3. WMC	3. WDIA	3. WMC
4. WDIA	4. WRVR-F	4. WRVR-F	4. WRVR-F	4. WHRK-F	4. WEZI-F
5. WLOK	5. WHBQ	5. WZXR-F	5. WMC-F	5. WMPS	5. WMPS

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	124 (2)	162 (1)	286 (3)	30.7
ROCK/AOR/CONTEMP		174 (2)	174 (2)	18.7
COUNTRY	116 (2)	41 (1)	157 (3)	16.9
MOR/AC	85 (3)	64 (1)	149 (4)	16.0
BTFL MUSIC		109 (1)	109 (1)	11.7
RELIGION	14 (2)	23 (1)	37 (3)	4.0
NEWS/TALK	19 (1)		19 (1)	2.0
			931 (17)	

MEMPHIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WHRK-F	1. WMC-F	1. WHRK-F
2. WMC-F	2. WHRK-F	2. WDIA
3. WEZI-F	3. WEZI-F	3. WZXR-F
4. WZXR-F	4. WDIA	4. WEZI-F
5. WDIA	5. WMC	5. WMC
6. WMC	6. WHBQ	6. WMC-F
7. WMPS	7. WZXR-F	7. WLOK
8. WRVR-F	8. WMPS	8. WLVS-F
9. WREC	9. WRVR-F	9. WRVR-F
10. WHBQ	10. WREC	10. WHBQ
11. WLOK	11. WLOK	
12. WLVS-F	12. WLVS-F	
13. WIRJ	13. KWAM-F	
14. WKIR-F	14. WKIR-F	
WADI-F	15. WOOR-F	

OTHER RATED STATIONS/METRO SHARE			
KSUD	730		.7
KWAM	990		.7
KWAM-F	101.1		2.4
WHBQ	560		3.8
WMSO	630	Collierville	1.2
WREC	600		3.7
WWEE	1430		2.0

ADI FM SHARE: 60.61% (994 of 1640) (O/N 80: 60.61%)

AM STATIONS

WDIA, 1070, 50 KW/5 KW (DA-2), BLACK MBS, $57.50 (Howard) Viacom
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES/AC (Burk-Abr) RKO, $65.00* (RKO) RKO
WLOK, 1340, 1 KW/250 W , BLACK NBN,SBN, $37.50 (Masla) Gilliam
WMC , 790, 5 KW (DA-N) , COUNTRY ABC-I, $99.00* (Blair) Scripps-Howard

WMPS, 680, 10 KW/5 KW (DA-2), COUNTRY NBC, $72,00* (Eastman) Plough
WREC, 600, 5 KW (DA-N) , MOR CBS,MBS, $48.00* (Mc-Guild) Summit
WIRJ, 740, 250 W (DAYS) , AC ABC-C, $ 8.00 (----) (HUMBOLDT)

FM STATIONS

KWAM-F, 101.1, 100 KW @ 500, RELIGION , $14.00* (Stars) Dee Rivers
WEZI-F, 105.9, 100 KW @ 762, BTFL MUS (Schulke) , $70.00 (Katz) Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530, URBAN ABC-F, $72.00* (Eastman) Plough
WLVS-F, 94.3, 3 KW @ 300, COUNTRY MBS, $25.00* (HNW)
WMC-F , 99.7, 300 KW @ 970, ROCK ABC-C, $99.00* (Blair) Scripps-Howard

WRVR-F, 104.5, 100 KW @ 750, AC , $46.88 (Howard) Viacom
WZXR-F, 102.7, 100 KW @ 900, AOR Source, $55.00* (Mc-Guild) Summit
WADI-F, 95.3, 3 KW @ 200, COUNTRY , $ 3.50 (----) (CORINTH,MS)
WKIR-F, 104.1, 100 KW @ 640, COUNTRY ABC-F, $10.00 (Doleas) (JACKSON)
WOOR-F, 97.5, 25 KW @ 265, COUNTRY , $ 6.00 (Mid South) (OXFORD,MS)

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	203,847, Scripps-Howard
Memphis Press-Scimitar	E	96,602, Scripps-Howard

8-96

MIAMI

Market # 22; ADI # 17
Revenue Rank # 14
Income Rank # 52
APR 18.8
SMSA Pop: 1,631,700
CSI: 13.8 Bil (# 23)

Revenue : $ 33,673,668
Income : $ 493,798
% Rev Gain: 36.5 %
Stations: 29/24
Diaries: 1512/1079:1
CSI HH: 22.1 M (# 117)
Standard Error: .563

National Rev: $ 9,909,663
Nat Rev per Cap: $ 6.07
Tot Rev per Cap: $ 20.64
Tot Inc per Cap: $ .30
Profit Margin: 1.5%
Retail $: 8.4 Bil (# 18)
Retail Sales %: .346

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WRHC	402/14.1	9.4	10.6	9.5	7.5
2. WINZ-F	201/ 7.0	6.4	1.1	4.3	4.6
3. WEDR-F	187/ 6.5	5.3	4.3	5.4	5.3
4. WCMQ-F	182/ 6.4	5.3	3.9	4.8	3.4
5. WQBA	181/ 6.3	7.6	5.5	7.9	10.8
6. WCMQ	161/ 5.6	3.3	3.9	1.7	3.2
7. WHYI-F	146/ 5.1	6.3	6.8	7.2	4.4
8. WINZ	120/ 4.2	3.9	4.4	4.6	4.1
9. WNWS	111/ 3.9	6.8	5.0	3.6	3.2
10. WYOR-F	106/ 3.7	3.2	4.8	5.2	3.6
11. WIOD	97/ 3.4	2.8	2.9	3.0	5.0
12. WLYF-F	88/ 3.1	2.9	2.2	3.3	4.6
13. WSHE-F	85/ 3.0	2.8	2.4	1.8	2.4
14. WHTT	70/ 2.5	3.7	2.3	3.4	1.7
15. WAXY-F	60/ 2.1	2.3	2.2	2.3	2.0

12+ TSA 1/4	
1. WRHC	402
2. WLYF-F	317
3. WHYI-F	280
4. WINZ-F	256
5. WINZ	229
WNWS	229
7. WEDR-F	190
8. WSHE-F	189
9. WQBA	186
10. WCMQ-F	183
11. WIOD	178
12. WAXY-F	163
13. WCMQ	161
14. WAIA-F	143
WKQS-F	143

12+ TSA CUME/MSA CUME RAT	
1. WHYI-F	4832/15.9
2. WINZ-F	4334/19.6
3. WINZ	3837/12.6
4. WLYF-F	3596/ 7.1
5. WIOD	3338/11.5
6. WNWS	2999/ 9.4
7. WAXY-F	2794/ 7.4
8. WSHE-F	2509/ 6.7
9. WAIA-F	2187/ 5.8
10. WQAM	1967/ 6.3
11. WKQS-F	1810/ 2.9
12. WEDR-F	1787/11.0
13. WQBA	1772/11.2
14. WYOR-F	1747/ 7.5
15. WCKO-F	1746/ 3.6

12+ FM SHARE (METRO): 49.06% (1361 of 2774) (O/N 80: 48.57%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WEDR-F	1. WCMQ-F	1. WRHC	1. WRHC	1. WINZ
2. WINZ-F	2. WINZ-F	2. WEDR-F	2. WCMQ-F	2. WCMQ	2. WRHC
3. WEDR-F	3. WCMQ-F	3. WINZ-F	3. WCMQ	3. WQBA	3. WQBA
4. WSHE-F	WHYI-F	4. WCMQ	4. WQBA	4. WCMQ-F	4. WHYI-F
5. WCKO-F	5. WSHE-F	5. WRHC	5. WEDR-F	5. WHTT	5. WLYF-F

FORMATS

	AM	FM	TOTAL	%
SPANISH	846 (5)	239 (2)	1085 (7)	39.1
ROCK/AOR/CONTEMP		572 (6)	572 (6)	20.6
BTFL MUSIC		229 (3)	229 (3)	8.3
NEWS/TALK	231 (2)		231 (2)	8.3
BLACK/URBAN	37 (1)	187 (1)	224 (2)	8.1
MOR/AC	137 (2)	58 (1)	195 (3)	7.0
BIG BAND	108 (3)		108 (3)	3.9
COUNTRY	54 (1)	29 (1)	83 (2)	3.0
CLASSICAL		47 (1)	47 (1)	1.7
			2774 (29)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRHC	1. WINZ-F	1. WEDR-F
2. WLYF-F	2. WHYI-F	2. WRHC
3. WINZ-F	3. WINZ	3. WCMQ-F
4. WHYI-F	4. WLYF-F	4. WQBA
5. WNWS	5. WIOD	5. WHYI-F
6. WINZ	6. WNWS-F	6. WINZ-F
7. WEDR-F	7. WAXY-F	7. WINZ
8. WQBA WCMQ-F	8. WSHE-F	8. WNWS
	9. WAIA-F	9. WCMQ
10. WSHE-F	10. WEDR-F	10. WLYF-F
11. WCMQ	11. WQBA	
12. WIOD	12. WQAM	
13. WAXY-F	13. WYOR-F	
14. WYOR-F	14. WKQS-F	
15. WKQS-F	15. WWWL-F	

OTHER RATED STATIONS/METRO SHARE

WAIA-F	97.3		2.0
WGBS	710		1.4
WKAT	1360		1.5
WMBM	1490		1.3
WOCN	1450		1.1
WQAM	560		1.9
WQBA-F	107.5		2.0
WTMI-F	93.1		1.6
WVCG	1080	Coral Gables	1.9
WWWL-F	93.9		1.9
WCKO-F	102.7	Pompano Beach	.9
WLQY	1320	Hollywood	.4
WWJF-F	106.7	Ft. Lauder	1.2
WKQS-F	99.9	Boca Raton	1.0

ADI FM SHARE: 53.32% (2267 of 4252) (O/N 80: 53.08%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS) , SPANISH , $ 75.15 (MMR)
WHTT, 1260, 5 KW (DA-2) , SPANISH CONTEMP , $ 41.50 (Mc-Guild) Metroplex
WINZ, 940, 50 KW/10 KW (DA-2), NEWS CBS,MBS, $ 95.00 (Katz) Guy Gannett
WIOD, 610, 10 KW (DA-2) , MOR/AC ABC-I,MBS, $ 53.25* (Christal) Cox
WNWS, 790, 5 KW (DA-2) , NEWS , $ 61.00 (Howard) Sudbrink

WQAM, 560, 5 KW/1 KW , COUNTRY NBC, $102.50 (Blair) Storz
WQBA, 1140, 10 KW/5 KW (DA-2) , SPANISH , $112.50 (Eastman) Susquehanna
WRHC, 1550, 10 KW (DAYS,DA) , SPANISH NEWS/TALK , $115.00* (P/W)

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/SOFT ABC-C, $ 55.00* (Christal) Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH , $ 75.15 (MMR)
WEDR-F, 99.1, 70 KW @ 175, BLACK NBN, $ 50.00* (Stars)
WINZ-F, 94.9, 100 KW @ 650, ROCK , $120.00 (Katz) Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke) , $ 75.00* (CBS Spot) Jeff-Pilot
WWWL-F, 93.9, 100 KW @ 650, SOFT ROCK Source, $ 42.50* (Masla)

WYOR-F, 105.1, 100 KW @ 650, BTFL MUS (Master) , $ 58.00* (Torbet) Insilco
WAXY-F, 105.9, 100 KW @ 1049, CONTEMP/OLDIES RKO, $ 91.75* (RKO) RKO
WCKO-F, 102.7, 100 KW @ 345, AOR , $ 47.50* (Lotus)
WHYI-F, 100.7, 100 KW @ 1000, ROCK , $112.50* (Mc-Guild) Metroplex
WSHE-F, 103.5, 100 KW @ 600, AOR (Burk-Abr) ABC-F, $ 55.00* (Selcom)
WKQS-F, 99.9, 100 KW @ 930, COUNTRY , $ 55.00* (Roslin) Sunshine Wirel

TV STATIONS

WCIX	Miami	6	IND, GCC
WCKT	Miami	7	NBC
WHFT	Miami	45	IND, Trinity
WLTV	Miami	23	IND, Spanish Int
WPLG	Miami	10	ABC, Post-Newsweek
WTVJ	Miami	4	CBS, Wometco
WKID	Ft. Lau	51	IND

NEWSPAPERS

Miami Herald	M	354,578, Knight-Ridder
Ft. Lauderdale News	E	102,022, Chi Tri
Miami News	E	61,380, Cox
Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MILWAUKEE

Market # 27; ADI # 28
Revenue Rank # 23
Income Rank # 14
APR 15.7
SMSA Pop: 1,408,100
CSI: 12.3 Bil (# 25)

Revenue : $22,909,235
Income : $ 2,395,405
% Rev Gain: +26.7
Stations: 29/27
Diaries: 1415/995:1
CSI HH: 24.5 M (# 33)
Standard Error: .505

National Rev: $5,217,847
Nat Rev per Cap: $3.71
Tot Rev per Cap: $16.27
Tot Inc per Cap: $1.70
Profit Margin: 10.5%
Retail $: 5.9 Bil (# 31)
Retail Sales %: .354

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WTMJ	200/9.8	10.7	12.3	15.0	15.3
2. WEZW-F	191/9.4	11.4	11.8	12.0	10.3
3. WBCS-F	187/9.2	8.3	8.2	8.7	7.1
4. WISN	165/8.1	10.1	11.0	10.3	10.7
5. WZUU-F	134/6.6	5.3	4.8	4.0	5.1
6. WLPX-F	118/5.8	6.3	6.0	7.2	8.1
7. WQFM-F	111/5.5	6.0	4.3	3.7	4.4
8. WLUM-F	81/4.0	2.6	3.2	2.7	1.8
9. WMYX-F	78/3.8	3.6	1.5	1.3	.6
10. WKTI-F	70/3.4	3.9	2.5	3.3	3.8
11. WFMR-F	58/2.9	2.3	5.0	2.9	2.3
12. WEMP	57/2.8	.9	.7	1.2	1.5

12+ TSA 1/4	
1. WTMJ	240
2. WEZW-F	225
3. WBCS-F	208
4. WISN	189
5. WLPX-F	148
WZUU-F	148
7. WQFM-F	136
8. WMAQ	89
9. WLUM-F	81
10. WKTI-F	80
WMYX-F	80
12. WOKY	61

12+ TSA CUME/MSA CUME RAT	
1. WTMJ	4179/25.8
2. WISN	3662/23.8
3. WEZW-F	2713/17.6
4. WBCS-F	2562/17.7
5. WLPX-F	2493/16.2
6. WZUU-F	2463/17.0
7. WOKY	2029/12.9
8. WQFM-F	1996/13.1
9. WKTI-F	1839/12.6
10. WMAQ	1627/ 4.7
11. WMYX-F	1611/11.6
12. WRKR-F	1301/ 7.9

12+ FM SHARE (METRO): 60.51% (1149 of 1899) (O/N 80: 55.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WZUU-F	1. WBCS-F	1. WBCS-F	1. WEZW-F	1. WTMJ
2. WQFM-F	2. WLPX-F	2. WZUU-F	2. WISN	2. WTMJ	2. WISN
3. WKTI-F	WQFM-F	3. WISN	3. WEZW-F	3. WBCS-F	3. WZUU-F+
4. WLUM-F	4. WBCS-F	4. WLPX-F	4. WZUU-F	4. WISN	4. WBCS-F
WRKR-F	5. WISN	5. WQFM-F	5. WTMJ		5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	105 (3)	467 (5)	572 (8)	30.1
MOR/AC	413 (5)	78 (1)	491 (6)	25.9
BTFL MUSIC	57 (1)	263 (3)	320 (4)	16.9
COUNTRY	68 (2)	187 (1)	255 (3)	13.4
BLACK/URBAN	41 (2)	81 (1)	122 (3)	6.4
CLASSICAL		58 (1)	58 (1)	3.1
NEWS/TALK	48 (2)		48 (2)	2.5
ETHNIC	3 (1)	15 (1)	18 (2)	0.9
RELIGION	15 (1)		15 (1)	0.8
			1899 (30)	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WTMJ	1. WTMJ	1. WTMJ
2. WEZW-F	2. WISN	2. WBCS-F
3. WBCS-F	3. WEZW-F	3. WLUM-F
4. WISN	4. WBCS-F	4. WEZW-F
5. WZUU-F	5. WZUU-F	5. WISN
6. WLPX-F	6. WLPX-F	6. WZUU-F
7. WQFM-F	7. WQFM-F	7. WOKY
8. WLUM-F	8. WOKY	8. WMYX-F
9. WKTI-F	9. WKTI-F	9. WLPX-F
WMYX-F	10. WMYX-F	10. WQFM-F
11. WMAQ	11. WMAQ	
12. WOKY	12. WRKR-F	
13. WFMR-F	13. WLUM-F	
14. WEMP	14. WFMR-F	
15. WXJY-F	15. WZUU	

OTHER RATED STATIONS/METRO SHARE			
WAWA	1590	West Allis	1.0
WBKV	1470	West Bend	.6
WBKV-F	92.5	West Bend	1.5
WMKE	1340		2.0
WNOV	860		1.0
WOKY	920		2.7
WRJN	1400	Racine	1.2
WRKR-F	100.7	Racine	1.7
WTKM-F+	104.9	Hartford	.8
WXJY-F	98.3	Menominee Falls	2.0
WYLO	540	Jackson	.7
WZUU	1290		2.0
WBBM	780	Chicago	1.0
WGN	720	Chicago	.6
WIND	560	Chicago	1.3
WLS	890	Chicago	.5
WMAQ	670	Chicago	1.4

ADI FM SHARE: 58.81% (1339 of 2277) (O/N 80: 54.81%)

AM STATIONS

WEMP, 1250, 5 KW (DA-2) , BTFL/MOR (Schulke II) , $ 30.00 (Blair) LIN
WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR ABC-I, $ 92.50 (Katz) Hearst
WMKE, 1340, 1 KW/250 W , COUNTRY CBS, $ 34.31 (Torbet) Great Trails

WOKY, 920, 5 KW/1 KW (DA-2) , CONTEMP** , $ 59.50 (?) Charter
WTMJ, 620, 5 KW (DA-N) , MOR NBC, $110.63 (Christal) Milw Journal
WZUU, 1290, 5 KW (DA-2) , OLDIES Source, $ 30.00 (Eastman) Malrite

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY CBS, $ 91.50 (Torbet) Great Trails
WEZW-F, 103.7, 20 KW @ 840, BTFL MUS (Schulke) , $ 75.25 (M-Guild) Multimedia
WFMR-F, 96.5, 50 KW @ 387, CLASSICAL , $ 35.00 (Roslin)
WKTI-F, 94.5, 16 KW @ 911, ROCK ABC-C, $ 29.00 (Christal) Milw Journal
WLPX-F, 97.3, 12 KW @ 920, AOR (Burk-Abr) , $ 72.50 (Katz) Hearst
WLUM-F, 102.1, 50 KW @ 360, BLACK , $ 35.00 (Howard)

WMYX-F, 99.1, 50 KW @ 486, AC/CONTEMP , $ 40.00* (Blair) LIN
WQFM-F, 93.3, 14 KW @ 940, AOR , $ 40.00* (Selcom) Shamrock Comm
WRKR-F, 100.7, 50 KW @ 500, ROCK ABC-C, $ 32.25 (----) Bdcst Mng (RACINE)
WXJY-F, 98.3, 3 KW @ 280, BTFL MUS (FM-100) , $ 20.00* (P/W) Darrell Peters
WZUU-F, 95.7, 34 KW @ 610, CONTEMP , $ 55.00 (Eastman) Malrite

** WOKY has recently changed format to Nostalgia

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WVTV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	163,224
Milwaukee Sentinel	E	323,932
Racine Journal Times	E	39,016, Lee

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13
Revenue Rank # 13
Income Rank # 5
APR 17.0
SMSA Pop: 2,099,200
CSI: 18.9 Bil (# 15)

Revenue : $34,309,321
Income : $ 8,239,043
% Rev Gain: +11.1
Stations: 20/33
Diaries: 1666/1260
CSI HH: 25.5 M (# 22)
Standard Error: .484

National Rev: $7,718,396
Nat Rev per Cap: $3.68
Tot Rev per Cap: $16.34
Tot Inc per Cap: $3.92
Profit Margin: 24.0%
Retail $: 10.2 Bil (# 13)
Retail Sales %: .288

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WCCO	683/22.9	20.2	24.5	22.5	22.4
2. KSTP-F	443/14.8	12.4	10.1	9.5	10.4
3. KQRS-F+	203/ 6.8	6.4	5.5	8.5	10.0
4. KDWB-F	196/ 6.6	6.3	5.7	2.8	2.6
5. WDGY	192/ 6.4	7.1	5.3	7.1	6.6
6. WCCO-F	130/ 4.4	3.8	4.3	4.4	4.9
7. KEEY-F	126/ 4.2	5.9	6.0	4.3	7.1
8. WLOL-F	125/ 4.2	4.4	5.8	4.9	1.9
9. WAYL-F	122/ 4.1	4.8	4.5	4.9	4.9
10. KSTP	98/ 3.3	3.5	3.2	4.5	4.2
11. WWTC	75/ 2.5	3.2	3.5	3.9	2.6
12. KDWB	53/ 1.8	2.6	3.0	3.7	3.5

12+ TSA 1/4	
1. WCCO	981
2. KSTP-F	541
3. WDGY	268
4. KQRS-F+	249
5. KDWB-F	235
6. WCCO-F	163
7. WAYL-F	158
8. KEEY-F	156
9. WLOL-F	133
10. KSTP	110
11. KDWB	85
12. WWTC	80

12+ TSA CUME/MSA CUME RAT	
1. WCCO	12173/45.8
2. KSTP-F	6369/29.3
3. WDGY	4474/18.3
4. KQRS-F+	4057/18.2
5. KDWB-F	3756/17.4
6. WCCO-F	3525/15.5
7. WLOL-F	2841/14.3
8. KDWB	2834/12.7
9. KSTP	2831/13.5
10. KEEY-F	2413/11.5
11. WAYL-F	2359/11.3
12. WWTC	1683/ 8.7

12+ FM SHARE (METRO): 53.82% (1445 of 2685) (O/N 80: 50.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDWB-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KQRS-F+	2. WCCO	2. KSTP-F	2. WDGY	2. KSTP-F
3. KQRS-F+	3. WCCO	3. KQRS-F+	3. WDGY	3. KSTP-F	3. WDGY
4. WLOL-F	4. KDWB-F	4. WDGY	4. WCCO-F	4. WAYL-F	4. KQRS-F+
5. KDWB	5. WCCO-F	5. KDWB-F	5. KQRS-F+	5. KEEY-F	5. KCCO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	77 (2)	630 (4)	707 (6)	26.3
TALK/VARIETY	683 (1)		683 (1)	25.4
MOR/AC	209 (4)	443 (1)	652 (5)	24.3
BTFL MUSIC	48 (1)	248 (2)	296 (3)	11.0
COUNTRY	192 (1)	100 (2)	292 (3)	10.9
BIG BAND	31 (1)		31 (1)	1.2
BLACK/JAZZ		24 (1)	24 (1)	0.9
			2685 (20)	

B-101

MINNEAPOLIS-ST. PAUL ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WCCO	1. WCCO	1. WCCO
2. KSTP-F	2. KSTP-F	2. KSTP-F
3. WDGY	3. WDGY	3. WDGY
4. KDWB-F	4. KQRS-F+	4. KDWB-F
5. KQRS-F+	5. KDWB-F	5. KQRS-F+
6. WCCO-F	6. WCCO-F	6. WCCO-F
7. WAYL-F	7. WLOL-F	7. WAYL-F
8. KEEY-F	8. KDWB	8. WLOL-F
9. WLOL-F	9. KSTP	9. KEEY-F
10. KSTP	10. KEEY-F	KJJO-F
11. WWTC	11. WAYL-F	
12. KDWB	12. WWTC	
13. KNUJ	13. KJJO-F	
14. KJJO-F	14. WAYL	
15. KTCR-F	15. KTCR-F	

OTHER RATED STATIONS/METRO SHARE

KEEY	1400		.3
WJJO-F	104.1		1.8
KRSI	950		1.0
KTCR-F	97.1		1.6
KTWN-F	107.9	Anoka	.8
WAYL	980		1.6
WMIN	1010	Maplewood	.9

ADI FM SHARE: 50.83% (1869 of 3677) (O/N 80: 50.37%)

AM STATIONS

KDWB	630	5 KW/500 W (DA-2)	ROCK		$ 84.38	(Mc-Guild)	Doubleday
KSTP	1500	50 KW (DA-N)	AC	ABC-I	$ 52.50	(Christal)	Hubbard
WCCO	830	50 KW	TALK/VARIETY/MOR	CBS	$215.00	(CBS Spot)	
WDGY	1130	50 KW/25 KW (DA-2)	COUNTRY	NBC	$109.38	(Blair)	Storz
WWTC	1280	5 KW (DA-N)	OLDIES	MBS	$ 39.13	(Masla)	
KNUJ	860	1 KW	MOR		$ 16.00	(PRO)	(NEW ULM)

FM STATIONS

KDWB-F	101.3	100 KW @ 822	AOR		$ 84.38	(Mc-Guild)	Doubleday
KEEY-F	102.1	100 KW @ 822	BTFL MUS (Bonne)		$ 59.50*	(Katz)	Malrite
KJJO-F	104.1	53 KW @ 260	COUNTRY	ABC-E	$ 35.00*	(HNW)	Park
KQRS-F+	92.5	50 KW @ 822	AOR (Burk-Abr)	Source	$107.50	(Torbet)	McKenna
KSTP-F	94.5	100 KW @ 1250	AC/CONTEMP		$145.00*	(Christal)	Hubbard
KTCR-F	97.1	50 KW @ 150	COUNTRY (TM)		$ 25.00*	(Roslin)	
WAYL-F	93.7	100 KW @ 822	BTFL MUS		$ 50.63	(MMR)	Entercom
WCCO-F	102.9	100 KW @ 1304	ROCK		$ 50.13	(Eastman)	
WLOL-F	99.5	100 KW @ 844	CONTEMP	RKO	$ 49.00*	(Selcom)	Liggett

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	206,700
Minneapolis Tribune	M	230,815
St. Paul Dispatch	E	114,858, Knight-Ridder
St. Paul Pioneer Press	M	100,672, Knight-Ridder

MOBILE

Market # 91
Revenue Rank # 93
Income Rank # 139
APR 14.3
SMSA Pop: 463,900
CSI: 2.9 Bil (# 102)

Revenue: $5,624,906
Income : $ 131,512
% Rev Gain: +13.4
Stations: 15/16
Diaries: 728/637:1
C$I HH: 19.1 M (# 255)
Standard Error: .743

National Rev: $1,401,733
Nat Rev per Cap: $3.02
Tot Rev per Cap: $12.12
Tot Inc per Cap: $ .28
Profit Margin: 2.3%
Retail $: 1.7 Bil (# 104)
Retail Sales %: .278

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WKSJ-F	100/19.3	23.8	20.1	15.5	8.8
2. WABB-F	71/13.7	14.7	11.5	13.3	16.8
3. WBLX-F	62/12.0	9.6	9.0	8.4	7.4
4. WKRG-F	59/11.4	13.0	13.3	17.2	15.8
5. WKRG	39/ 7.5	7.0	10.5	10.0	10.6
6. WGOK	38/ 7.4	6.4	10.9	6.5	6.9
7. WLPR-F	35/ 6.8	6.2	6.1	6.3	7.6
8. WUNI	17/ 3.3	2.8	1.0	2.0	4.2
9. WABB	11/ 2.1	3.0	3.5	4.1	5.1
WKSJ	11/ 2.1	.9	2.0	3.5	1.2

12+ TSA 1/4	
1. WKRG-F	134
2. WKSJ-F	132
3. WABB-F	101
4. WBLX-F	67
5. WTKX-F	64
6. WKRG	39
7. WGOK	38
8. WLPR-F	36
9. WUNI	18
10. WKSJ	12

12+ TSA CUME/MSA CUME RAT	
1. WKRG-F	1872/28.0
2. WABB-F	1684/29.9
3. WKSJ-F	1536/31.0
4. WBLX-F	911/21.9
5. WKRG	666/18.5
6. WTKX-F	619/ 2.0
7. WLPR-F	486/12.0
8. WGOK	483/13.4
9. WUNI	393/10.6
10. WABB	372/ 9.9

12+ FM SHARE (METRO): 71.76% (343 of 478) (O/N 80: 63.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WABB-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F
2. WBLX-F	2. WKSJ-F	2. WABB-F	2. WABB-F	2. WLPR-F	2. WKRG-F
3. WABB-F	3. WBLX-F	3. WBLX-F	3. WBLX-F	3. WKRG	3. WABB-F+
4. WGOK	4. WKRG-F	4. WKRG-F	4. WKRG-F		4. WKRG

OTHER RATED STATIONS/METRO SHARE

WHSP-F	92.1	Fairhope	.8
WJQY-F	98.3		1.7
WMOB	840		1.5
WMOO	1550		2.1
WTKX-F	101.5	Pensacola	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	133 (3)	144 (4)	30.1
COUNTRY	28 (2)	100 (1)	128 (3)	26.8
BLACK	38 (1)	62 (1)	100 (2)	20.9
MOR/AC	47 (2)		47 (2)	9.8
BTFL MUSIC		44 (2)	44 (2)	9.2
RELIGION	11 (1)	4 (1)	15 (2)	3.1
			478 (15)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, CONTEMP	ABC-C,	$38.48	(Eastman)	
WGOK, 900, 1 KW (DAYS)	, BLACK	SBN,NBN,	$15.00	(Savalli)	
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS,MBS,	$23.75	(Masla)	
WKSJ, 1270, 5 KW	, COUNTRY	ABC-E,	$15.00*	(Blair)	Capitol
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC,	$17.25	(Lotus)	Kirk
WABB-F, 97.5, 100 KW @ 1050	, ROCK	ABC-C,	$38.48	(Eastman)	
WBLX-F, 92.9, 63 KW @ 470	, BLACK	RKO,	$29.00	(Howard)	Beasley
WKRG-F, 99.9, 100 KW @ 850	, ROCK	,	$42.75	(Masla)	
WKSJ-F, 94.9, 100 KW @ 410	, COUNTRY	ABC-E,	$35.00	(Blair)	Capitol
WLPR-F, 96.1, 40 KW @ 444	, BTFL MUS (TM)	,	$17.00	(---)	
WTKX-F, 101.5, 100 KW @ 490	, AOR	MBS,	$24.00	(Howard)	(PENSACOLA)

TV STATIONS

WALA	Mobile	10	NBC, Detroit News
WEAR	Pensacola	3	ABC, Rollins
WKRG	Mobile	5	CBS

NEWSPAPERS Mobile Press E 53,616, Newhouse   Mobile Reg M 50,174, Newhouse

MODESTO

Market # 143
Revenue Rank # 99
Income Rank # 276
APR 15.4
SMSA Pop: 271,500
CSI: 2.0 Bil (# 136)

Revenue : $ 5,278,915
Income : $ -114,710
% Rev Gain: 83.8
Stations: 23/10
Diaries: 683/398:1
CSI HH: 20.9 M (# 170)
Standard Error: .733

National Rev: $ 2,435,923
Nat Rev per Cap: $ 8.97
Tot Rev per Cap: $ 19.44
Tot Inc per Cap: $ -.42
Profit Margin: —
Retail $: 1.2 Bil (# 147)
Retail Sales %: .261

12+ METRO 1/4/SHARE		SPG 81	A/M 80
1. KBEE-F	53/15.1	10.3	10.5
2. KOSO-F	35/10.0	8.8	6.2
3. KHOP-F	28/ 8.0	8.3	6.9
4. KTRB	23/ 6.6	5.9	8.0
5. KNBR	19/ 5.4	4.4	5.8
6. KFIV-F	18/ 5.1	8.3	7.2
KCEY	18/ 5.1	5.0	5.8
8. KCBS	15/ 4.3	5.6	6.9
KMYT-F	15/ 4.3	4.4	5.8
10. KRAK	12/ 3.4	5.0	3.3

12+ TSA 1/4	
1. KHOP-F	66
2. KBEE-F	65
3. KRAK	61
4. KNBR	59
KOSO-F	59
6. KFYE-F	56
7. KCBS	43
8. KMYT-F	38
9. KTRB	32
10. KCEY	30

12+ TSA CUME/MSA CUME RAT	
1. KHOP-F	940/15.7
2. KOSO-F	908/20.8
3. KNBR	900/15.1
4. KCBS	839/12.7
5. KRAK	711/ 8.6
6. KFYE-F	653/ 8.8
7. KBEE-F	591/20.1
8. KTRB	561/15.5
9. KFRC	537/ 8.5
10. KCEY	463/12.4

12+ FM SHARE (METRO): 60.43% (197 of 326) (FAL 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KBEE-F	1. KNBR
KOSO-F	2. KFIV-F	2. KOSO-F	2. KOSO-F	2. KCEY	2. KRAK
	KHOP-F	3. KHOP-F	3. KNBR	3. KTRB	3. KFYE-F

OTHER RATED STATIONS/METRO SHARE

KBEE	970		1.7
KFIV	1360		2.3
KLOC	920	Ceres	3.1
KMIX-F	98.3	Turlock	2.3
KAMB-F	101.5	Merced	3.1
KFBK	1530	Sacramento	1.1
KFRC	610	San Francisco	2.0
KFYE-F	93.7	Fresno	2.9
KGO	810	San Francisco	.9
KMEL-F	106.1	San Francisco	.6
KQKK-F	96.7	Manteca	2.3
KSTN-F	107.3	Stockton	2.0
KWGF-F	100.9	Tracy	.6

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	15 (2)	95 (6)	110 (8)	34.1
BTFL MUSIC	6 (1)	68 (2)	74 (3)	22.9
COUNTRY	53 (3)	16 (2)	69 (5)	21.4
NEWS/TALK	22 (3)		22 (3)	6.8
MOR/AC	19 (1)		19 (1)	5.9
SPANISH	11 (1)	7 (1)	18 (2)	5.6
RELIGION	11 (1)		11 (1)	3.4
			323 (23)	

RADIO STATIONS

KCEY, 1390, 5 KW (DA-2) , COUNTRY	ABC-E, $18.00	(Christal)	Behan
KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY	MBS, $23.45	(Torbet)	
KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (Bonne)	, $13.83	(Katz)	McClatchy
KFIV-F, 102.3, 3 KW @ 300, CONTEMP	, $29.75	(Mc-Guild)	
KHOP-F, 104.1, 50 KW @ 499, ROCK (Drake-Chen)	ABC-C, $16.45	(Torbet)	
KOSO-F, 93.1, 3 KW @ 3300, ROCK	ABC-I, $20.00	(Selcom)	Space Com
KMYT-F, 97.5, 50 KW @ 493, BTFL MUS	, $11.50	(Torbet)	(MERCED)

OTHER STATIONS - SEE SAN FRANCISCO, FRESNO AND STOCKTON

TV, NEWSPAPER AND ADI - SEE SACRAMENTO

NASHVILLE

Market # 51; ADI # 30
Revenue Rank # 37
Income Rank # 371
APR 14.5
SMSA Pop: 819,200
CSI: 6.2 Bil (# 52)

Revenue : $14,626,148
Income : $-1,137,273
% Rev Gain: +10.2
Stations: 21/31
Diaries: 1159/707:1
CSI HH: 20.9 M (# 173)
Standard Error: .563

National Rev: $4,733,088
Nat Rev per Cap: $5.78
Tot Rev per Cap: $17.85
Tot Inc per Cap: $-1.39
Profit Margin: ---
Retail $: 3.8 Bil (# 44)
Retail Sales %: .304

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WWKX-F	135/12.9	8.2	8.3	6.0	6.8
2. WKDF-F	132/12.6	11.9	7.3	5.2	4.6
3. WZEZ-F	110/10.5	8.2	11.5	9.9	11.5
4. WSIX-F	97/ 9.3	9.4	11.0	9.9	6.9
5. WVOL	70/ 6.7	7.8	9.0	10.6	6.3
6. WLAC	65/ 6.2	5.6	4.5	6.1	7.9
7. WSM	59/ 6.5	6.3	8.5	7.8	10.4
8. WSIX	51/ 4.9	3.9	3.4	4.2	5.1
WSM-F	51/ 4.9	9.4	6.5	6.0	5.8
10. WAMB	32/ 3.1	2.9	2.8	1.7	5.5

12+ TSA 1/4	
1. WWKX-F	258
2. WKDF-F	200
3. WSIX-F	137
4. WZEZ-F	128
5. WSM	117
6. WLAC	71
7. WVOL	70
8. WSM-F	61
9. WSIX	52
10. WUSW-F	43

12+ TSA CUME/MSA CUME RAT	
1. WWKX-F	3198/23.5
2. WSM	2886/21.1
3. WKDF-F	2191/20.5
4. WSIX-F	1782/15.2
5. WZEZ-F	1657/18.2
6. WSM-F	1430/13.7
7. WLAC	1255/15.2
8. WSIX	1151/15.0
9. WVOL	866/12.0
10. WMAK-F	712/ 9.9

12+ FM SHARE (METRO): 64.90% (636 of 980) (O/N 80: 58.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWKX-F	1. WKDF-F	1. WKDF-F	1. WSIX-F	1. WZEZ-F	1. WWKX-F
2. WKDF-F	2. WWKX-F	WWKX-F	2. WZEZ-F	2. WSIX-F	2. WSM
3. WVOL	3. WVOL	3. WSIX-F	3. WWKX-F	3. WSM	3. WKDF-F
	4. WSM-F	4. WVOL	4. WKDF-F	4. WAMB	4. WSIX-F
	5. WKOS-F	5. WZEZ-F	5. WSM	5. WLAC	5. WZEZ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (1)	321 (4)	337 (5)	35.5
COUNTRY	103 (5)	93 (3)	196 (8)	20.6
MOR/AC	58 (2)	82 (2)	140 (4)	14.7
BTFL MUSIC		110 (1)	110 (1)	11.6
BLACK	70 (1)		70 (1)	7.4
NEWS/TALK	65 (1)		65 (1)	6.8
BIG BAND	32 (1)		32 (1)	3.4
			950 (21)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WWKX-F	1. WWKX-F	1. WVOL
2. WKDF-F	2. WSM	2. WKDF-F
3. WSIX-F	3. WKDF-F	3. WWKX-F
4. WZEZ-F	4. WSIX-F	4. WSIX-F
5. WSM	5. WZEZ-F	5. WZEZ-F
6. WLAC	6. WSM-F	6. WLAC
7. WVOL	7. WLAC	WSM
8. WSM-F	8. WSIX	8. WSIX
9. WBGY-F	9. WVOL	9. WSM-F
10. WSIX	10. WMAK-F	10. WMAK-F
11. WABD	11. WKOS-F	
12. WYCQ-F	12. WBGY-F	
WUSW-F	13. WJYN-F	
14. WJYN-F	14. WAKQ-F	
WAMB	15. WUSW-F	

OTHER RATED STATIONS/METRO SHARE			
WCOR	900	Lebanon	.7
WDBL-F+	94.3	Springfield	.6
WJRB	1430	Madison	1.8
WJYN-F	105.9		3.0
WKDA	1240		1.0
WKOS-F	96.3	Murfreesboro	2.7
WMAK	1300		1.5
WMAK-F	92.1	Hendersonville	2.5
WMTS	810	Murfreesboro	1.0
WUSW-F	107.3	Lebanon	2.2

ADI FM SHARE: 63.88% (1291 of 2021) (O/N 80: 62.89%)

AM STATIONS

WAMB,	1170,	25 KW (DAYS)	, BIG BAND/NOST (Al Ham)	MBS,	$25.00*	(----)	
WLAC,	1510,	50 KW (DA-N)	, NEWS/TALK	,	$48.00	(Blair)	Sudbrink
WSIX,	980,	5 KW (DA-N)	, AC	CBS,	$88.75*	(Katz)	GE
WSM ,	650,	50 KW	, COUNTRY	NBC,	$83.12*	(Christal)	
WVOL,	1470,	5 KW/1 KW (DA-N),	BLACK	NBN,	$44.00	(Howard)	
WABD,	1370,	1 KW (DAYS)	, BLACK	ABC-C,	$ 6.00	(----)	(FORT CAMPBELL,KY)

FM STATIONS

WJYN-F,	105.9,	100 KW @ 410,	AC (Schulke II)	,	$32.00	(Blair)	Sudbrink
WKDF-F,	103.3,	100 KW @ 550,	AOR	ABC-E,	$45.00*	(Torbet)	Dick
WKOS-F,	96.3,	20 KW @ 170,	CONTEMP	MBS,	$ 9.00	(Midsouth)	(MURFREESBORO)
WMAK-F,	92.1,	3 KW @ 300,	CONTEMP	ABC-C,	$20.00*	(----)	Mooney
WSIX-F,	97.9,	100 KW @ 1145,	COUNTRY	ABC-E,MBS,	$88.75*	(Katz)	GE
WSM-F ,	95.5,	100 KW @ 1280,	SOFT ROCK	ABC-F,	$83.12*	(Christal)	
WUSW-F,	107.3,	100 KW @ 730,	COUNTRY	,	$12.00	(----)	(LEBANON)
WWKX-F,	104.5,	100 KW @ 1050,	ROCK	RKO,	$50.00*	(Masla)	
WZEZ-F,	92.9,	100 KW @ 547,	BTFL MUS (Bonne)	,	$45.00*	(Selcom)	South Central
WBGY-F,	93.3,	100 KW @ 750,	ROCK	,	$12.00	(----)	(TULLAHOMA)
WYCQ-F,	102.9,	100 KW @ 510,	COUNTRY	ABC-E,	$ 6.00	(----)	(SHELBYVILLE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND, Multimedia
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	84,134, Gannett
Nashville Tennessean	M	135,688, Gannett

B-106

NASSAU-SUFFOLK

Revenue Rank # 35
Income Rank # 21
APR 16.6
CSI: 25.2 Bil (# 11)

Revenue : 15,460,433
Income : 1,442,431
% Rev Change: 20.4 %
CSI HH: 29.6 M (# 4)
Standard Error: .583

Diaries: 1090
Stations: 42/23
Retail Sales: 12.4 Bil (#11)
Retail Sales %: .950

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80
1. WBLI-F	186/5.2	4.5	4.9	4.5
2. WBAB-F	138/3.8	3.3	2.7	1.8
3. WCTO-F	117/3.3	2.3	2.9	3.2
4. WALK-F+	114/3.2	2.3	2.5	2.6
5. WHLI	103/2.9	3.7	4.0	3.6
6. WTFM-F	96/2.7	2.7	2.6	2.5
7. WGSM	70/2.0	1.4	1.3	1.5
8. WKJY-F	62/1.7	2.3	1.5	1.8
9. WLIR-F	59/1.6	2.0	1.6	1.9
10. WRCN-F	57/1.6	.8	.8	1.2

12+ CUME/CUME RATING	
1. WBLI-F	2538/11.7
2. WBAB-F	2164/10.0
3. WALK-F+	1691/ 7.8
4. WTFM-F	1339/ 6.2
5. WCTO-F	1328/ 6.1
6. WLIR-F	1195/ 5.5
7. WHLI	1030/ 4.8
8. WRCN-F	924/ 4.3
9. WGSM	872/ 4.0
10. WKJY-F	816/ 3.8

TEENS	18 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBAB-F	1. WB	1. WBLI-F	1. WBLI-F	1. WCTO-F	1. WBLI-F
2. WRCN-F	2. WBAB-F	2. WBAB-F	2. WCTO-F	2. WALK-F+	2. WALK-F+
3. WBLI-F	3. WTFM-F	3. WTFM-F	3. WTFM-F	3. WHLI	3. WCTO-F WHLI
	4. WLIR-F	4. WCTO-F	4. WALK-F+	4. WGSM	

AM STATIONS

WGSM, 740, 5 KW (DAYS,DA), MOR , $39.00* (Mc-Guild) Greater Media
WHLI, 1100, 10 KW (DAYS,DA), BIG BAND/NOST (Al Ham) , $35.00* (Roslin)

FM STATIONS

WALK-F+, 97.5, 18 KW @ 520, BTFL/MOR , $32.00 (Roslin)
WBAB-F, 102.3, 2.3 KW @ 344, AOR , $28.00* (----) Allina
WBLI-F, 106.1, 10 KW @ 500, ROCK , $54.50 (Masla) Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS , $39.00* (Mc-Guild) Greater Media

WKJY-F, 98.3, 3 KW @ 300, BTFL MUS , $35.00* (Masla)
WLIR-F, 92.7, 3 KW @ 300, AOR , $70.00 (Masla)
WRCN-F, 103.9, 3 KW @ 320, AOR , $25.00 (Lotus)

B-107

NEW HAVEN

Market # 97 (52 on county basis)
Revenue Rank # 85
Income Rank # 200
APR 16.8
SMSA Pop: 417,300
CSI: 6.5 Bil (# 47)

Revenue : $ 6,160,252
Income : $ 25,084
% Rev Change: 9.9%
Stations: 25/6
Diaries: 793/526:1
CSI HH: 23.8 M (# 48)
Standard Error: .700

National Rev: $1,498,093
Nat Rev per Cap: $ 3.59
Tot Rev per Cap: $14.76
Tot Inc per Cap: $ .06
Profit Margin: 0.4%
Retail $: 2.8 Bil (# 62)
Retail Sales %: .181

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WELI	91/14.6	18.4	20.0	18.5	21.6
2. WKCI-F	68/10.9	9.3	10.7	11.0	8.4
3. WAVZ	54/ 8.6	4.8	8.2	4.4	1.6
4. WNBC	43/ 6.9	6.8	5.2	6.8	6.0
5. WPLR-F	42/ 6.7	6.1	9.3	7.8	7.9
6. WNHC	39/ 6.2	5.8	1.8	2.0	.8
7. WEZN-F	35/ 5.6	4.7	5.5	6.1	5.2
8. WKSS-F	29/ 4.6	4.2	2.3	3.1	6.2
9. WHCN-F	22/ 3.5	5.3	3.2	2.5	1.9
WWYZ-F	22/ 3.5	3.7	4.5	4.4	5.4
WCBS	22/ 3.5	6.1	4.1	4.9	3.3

12+ TSA 1/4	
1. WKCI-F	114
2. WELI	97
3. WPLR-F	78
4. WEZN-F	71
5. WNBC	69
WKSS-F	69
7. WAVZ	62
8. WNHC	40
9. WTIC	39
10. WWYZ-F	36

12+ TSA CUME/MSA CUME RAT	
1. WKCI-F	1535/23.4
2. WELI	1412/33.3
3. WNBC	1288/21.5
4. WPLR-F	1062/15.9
5. WEZN-F	881/11.0
6. WDRC-F	841/10.7
7. WCBS	748/14.1
8. WKSS-F	738/ 9.4
9. WTIC	716/ 5.3
10. WHCN-F	656/ 9.6

12+ FM SHARE (METRO): 49.48% (284 of 574) (O/N 80: 47.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI
2. WKCI-F,WNBC	2. WPLR-F	2. WPLR-F	2. WELI	2. WAVZ	2. WKCI-F
WPLR-F	3. WNBC	3. WNBC	3. WNBC	3. WEZN-F	3. WNBC
WDRC-F	4. WNHC	4. WNHC	4. WPLR-F	4. WKCI-F	4. WTIC

OTHER RATED STATIONS/METRO SHARE

WSCR	1220	Hamden	2.9	WTIC-F	96.5	Hartford	.6
WYBC-F	94.3		1.6	WABC	770	New York	.5
WCCC-F	106.9	Hartford	.6	WBLS-F	107.5	New York	1.4
WDRC-F	102.9	Hartford	3.2	WHN	1050	New York	.3
WIOF-F	104.1	Waterbury	1.1	WINS	1010	New York	.3
WRCH-F	100.5	New Britain	1.1	WOR	710	New York	1.0
WTIC	1080	Hartford	1.6	WRKI-F	95.1		.8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	85 (3)	165 (7)	250 (10)	43.6
MOR/AC	101 (2)	29 (2)	130 (4)	22.6
BTFL MUSIC		71 (3)	71 (3)	12.4
BIG BAND	54 (1)		54 (1)	9.4
NEWS/TALK	30 (3)		30 (3)	5.2
COUNTRY	20 (2)		20 (2)	3.5
BLACK/JAZZ		19 (2)	19 (2)	3.3
			574 (25)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND/NOST (Al Ham) ABC-I, $73.75 (Mc-Guild)
WELI, 960, 5 KW (DA-N), MOR , $62.25 (Blair) Insilco
WNHC, 1340, 1 KW/250 W , CONTEMP MBS, $25.00 (Savalli)

WKCI-F, 101.3, 10 KW @ 1070, ROCK , $73.75 (Mc-Guild)
WPLR-F, 99.1, 10 KW @ 950, ROCK , $67.65 (Eastman) General

WEZN-F - See Bridgeport Other Stations - See New York and Hartford

FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD

NEW ORLEANS

Market # 34; ADI # 36
Revenue Rank # 30
Income Rank # 77
APR 14.3
SMSA Pop: 1,190,200
CSI: 9.9 Bil (# 33)

Revenue : $17,329,906
Income : $ 363,328
% Rev Gain: +13.3
Stations: 19/22
Diaries: 1689/705:1
CSI HH: 23.6 M (# 52)
Standard Error: .445

National Rev: $4,575,905
Nat Rev per Cap: $3.84
Tot Rev per Cap: $14.56
Tot Inc per Cap: $ .31
Profit Margin: 2.1%
Retail $: 5.2 Bil (# 35)
Retail Sales %: .284

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80	FAL 79
1. WEZB-F	159/11.5	10.3	10.7	10.3	4.2
2. WAIL-F	147/10.6	8.4	5.2	3.7	4.4
3. WNOE-F	116/ 8.4	6.7	9.9	4.2	4.6
4. WBYU-F	104/ 7.5	7.7	8.0	8.6	11.6
5. WRNO-F	101/ 7.3	8.1	6.5	4.8	4.4
6. WYLD-F	94/ 6.8	5.6	6.7	7.0	3.8
7. WAJY-F	79/ 5.7	5.9	3.1	3.0	3.4
8. WQUE-F	72/ 5.2	6.2	4.5	5.1	6.9
9. WGSO	71/ 5.1	3.0	5.6	5.2	6.3
10. WTIX	69/ 5.0	7.8	6.9	8.4	6.8
11. WWL	67/ 4.8	3.9	4.8	4.5	6.2
12. WSMB	48/ 2.5	5.2	5.7	6.5	7.4

12+ TSA 1/4	
1. WEZB-F	236
2. WAIL-F	218
3. WNOE-F	169
4. WTIX	141
5. WRNO-F	135
6. WWL	126
7. WBYU-F	122
8. WYLD-F	112
9. WAJY-F	100
10. WGSO	85
11. WQUE-F	84
12. WNOE	58

12+ TSA CUME/MSA CUME RAT	
1. WEZB-F	3076/22.2
2. WTIX	2746/16.2
3. WAIL-F	2447/18.6
4. WWL	2366/13.6
5. WNOE-F	2232/14.5
6. WAJY-F	1659/12.2
7. WQUE-F	1645/13.3
8. WRNO-F	1608/12.0
9. WYLD-F	1520/13.3
10. WGSO	1432/13.0
11. WBYU-F	1304/10.4
12. WNOE	1259/ 7.2

12+ FM SHARE (METRO): 65.81% (872 of 1325) (O/N 80: 57.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEZB-F	1. WEZB-F	1. WEZB-F	1. WNOE-F	1. WNOE-F	1. WEZB-F
2. WAIL-F	2. WRNO-F	2. WAIL-F	2. WEZB-F	WBYU-F	2. WTIX
	3. WAIL-F	3. WNOE-F	3. WAIL-F	3. WAJY-F	3. WWL
	4. WQUE-F	4. WRNO-F	4. WBYU-F	4. WGSO	4. WNOE-F
	WYLD-F	5. WYLD-F	5. WAJY-F	5. WWL	5. WAIL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (1)	426 (4)	495 (5)	37.4
BLACK/URBAN	82 (3)	147 (1)	229 (4)	17.3
MOR/AC/VARIETY	115 (2)	79 (1)	194 (3)	14.6
COUNTRY	39 (1)	116 (1)	155 (2)	11.7
BTFL MUSIC		104 (1)	104 (1)	7.8
NEWS/TALK	71 (1)		71 (1)	5.4
BIG BAND/NOST	53 (2)		53 (2)	4.0
RELIGION	24 (1)		24 (1)	1.8
			1325 (19)	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WEZB-F	1. WEZB-F	1. WAIL-F
2. WAIL-F	2. WTIX	2. WEZB-F
3. WNOE-F	3. WAIL-F	3. WNOE
4. WRNO-F	4. WNOE-F	4. WYLD-F
5. WBYU-F	5. WWL	5. WNOE-F
6. WTIX	6. WQUE-F	6. WBYU-F
7. WYLD-F	7. WRNO-F	7. WGSO
8. WAJY-F	8. WAJY-F	8. WAJY-F
9. WWL	9. WYLD-F	9. WRNO-F
10. WQUE-F	10. WGSO	10. WWL
11. WGSO	11. WBYU-F	
12. WSMB	12. WNOE	
13. WNOE	13. WYLD	
14. WSHO	14. WSMB	
15. WNNR	15. WBOK	

OTHER RATED STATIONS/METRO SHARE		
WBOK	1230	1.7
WNNR	990	2.3
WNOE	1060	2.8
WSHO	800	2.4
WVOG	600	1.7
WWIW	1450	1.4
WYLD	940	1.9

ADI FM SHARE: 65.02% (1210 of 1861) (FAL 80: 57.81%)

AM STATIONS

WBOK, 1230, 1 KW/250 W, BLACK SBN, $32.75 (----)
WGSO, 1280, 5 KW (DA-1), NEWS RKO II,ABC-I, $61.60 (Eastman) Insilco
WNNR, 990, 1 KW (DAYS), BLACK NBN, $20.00* (Selcom) Security
WNOE, 1060, 50 KW/5 KW (DA-2), COUNTRY ABC-C, $30.00 (Mc-Guild)

WSHO, 800, 1 KW (DAYS,DA), BIG BAND/NOST (Al Ham), $26.95 (Christal) Swanson
WSMB, 1350, 5 KW (DA-N), MOR ABC-E, $29.00 (Howard) McMillan Oil
WTIX, 690, 10 KW/5 KW (DA-2), CONTEMP/AC, $69.00 (Blair) Storz
WWL , 870, 50 KW (DA-1), VARIETY/COUNTRY CBS, $74.00 (Katz) Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2),BLACK, $22.50 (Howard)

FM STATIONS

WAIL-F, 105.3, 100 KW @ 407, BLACK Source, $40.00* (Selcom) Security
WAJY-F, 101.9, 100 KW @ 825, AC/BTFL (Schulke II) CBS, $74.00 (Katz) Loyola Univ
WBYU-F, 95.7, 100 KW @ 600, BTFL MUS (Schulke), $53.38 (Christal) Swanson
WEZB-F, 97.1, 100 KW @ 511, ROCK (Burk-Abr) RKO, $60.00* (Torbet) EZ

WNOE-F, 101.1, 100 KW @ 440, COUNTRY (TM) ABC-C, $50.00 (Mc-Guild)
WQUE-F, 93.3, 100 KW @ 512, CONTEMP/AC, $61.60* (Eastman) Insilco
WRNO-F, 99.5, 100 KW @ 500, AOR ABC-F, $54.00 (Masla) Gulf South
WYLD-F, 98.5, 100 KW @ 480, AOR, $40.0 (Howard)

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	213,283, Newhouse
New Orleans States-Item	E	111,043, Newhouse

NEW YORK

Market # 1; ADI # 1
Revenue Rank # 2
Income Rank # 2
APR 17.7
SMSA Pop: 8,978,500
CSI: $83.2 Bil (# 1)

Revenue : $ 131,430,076
Income : $ 19,370,263
% Rev Gain: 15.0%
Stations: 43/41
Diaries: 4587/1957:1
CSI HH: $32.4 M (# 63)
Standard Error: .313

National Rev: $ 34,033,692
Nat Rev per Cap: $ 3.79
Tot Rev per Cap: $ 14.64
Tot Inc per Cap: $ 2.16
Retail $: $32.2 Bil (# 2)
Profit Margin: 14.7%
Retail Sales %: .353

12+ METRO 1/4/SHARE		SUM 81	SPG 81	WIN 81	FAL 80
1. WOR	1478/6.2	6.2	5.9	6.5	6.2
2. WKTU-F	1443/6.1	7.5	6.4	6.5	8.3
3. WBLS-F	1418/5.9	6.1	7.4	6.4	7.1
4. WRKS-F	1341/5.6	3.3	1.6	1.8	1.1
5. WINS	1323/5.6	4.4	4.3	5.3	4.9
6. WPLJ-F	1084/4.5	4.1	4.5	4.1	3.7
7. WNBC	1077/4.5	3.9	4.6	4.8	4.7
8. WRFM-F	1040/4.4	4.5	4.9	4.4	4.3
9. WYNY-F	1037/4.4	4.1	3.6	3.7	3.2
10. WCBS	995/4.2	4.5	4.8	4.7	4.8
11. WPAT-F	895/3.8	2.7	3.6	3.7	3.9
12. WABC	748/3.1	3.7	4.6	3.5	3.6
13. WNEW	708/3.0	4.0	3.7	2.9	2.7
14. WCBS-F	640/2.7	3.7	2.2	2.5	2.9
15. WJIT	597/2.5	1.9	1.6	1.6	1.9
16. WNEW-F	564/2.4	2.5	2.8	3.0	2.8
17. WMCA	514/2.2	3.0	2.2	2.4	2.3
18. WADO	503/2.1	1.9	2.0	2.0	1.7
19. WHN	500/2.1	2.8	2.4	2.2	2.6
20. WPAT	479/2.0	1.8	2.8	2.5	2.4

12+ TSA 1/4	
1. WOR	1668
2. WKTU-F	1469
3. WBLS-F	1455
4. WNBC	1388
5. WRKS-F	1364
6. WINS	1343
7. WCBS	1190
8. WPLJ-F	1183
9. WYNY-F	1092
10. WRFM-F	1065
11. WPAT-F	912
12. WABC	880
13. WNEW	771
14. WCBS-F	667
15. WJIT	597
16. WHN	589
17. WNEW-F	588
18. WMCA	533
19. WADO	506
20. WPAT	479

12+ TSA CUME/MSA CUME RAT	
1. WNBC	28300/16.3
2. WINS	25932/18.8
3. WCBS	24848/15.6
4. WABC	24606/15.3
5. WOR	21196/14.0
6. WKTU-F	20679/15.0
7. WYNY-F	19106/13.3
8. WPLJ-F	17935/12.2
9. WBLS-F	17741/12.7
10. WRKS-F	16952/12.2
11. WPAT-F	13583/ 9.7
12. WCBS-F	12703/ 8.8
13. WRFM-F	11953/ 8.5
14. WHN	11434/ 7.0
15. WNEW	11042/ 7.3
16. WNEW-F	10452/ 7.4
17. WPAT	8926/ 6.6
18. WMCA	8532/ 6.0
19. WPIX-F	6832/ 4.7
20. WQXR-F+	6482/ 4.4

12+ FM SHARE (METRO): 55.75% (12100 of 21705) (O/N 80: 53.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPLJ-F	1. WBLS-F	1. WBLS-F	1. WBLS-F	1. WINS	1. WINS
2. WKTU-F	2. WKTU-F	2. WKTU-F	2. WYNY-F	2. WOR	2. WOR
3. WRKS-F	3. WRKS-F	3. WRKS-F	3. WNBC	3. WRFM-F	3. WNBC
4. WNBC	4. WYNY-F	4. WYNY-F	4. WRKS-F	4. WCBS	4. WCBS
5. WBLS-F	5. WPLJ-F	5. WNBC	5. WINS	5. WPAT-F	5. WABC
6. WABC	6. WNEW-F	6. WPLJ-F	6. WKTU-F	6. WNEW	6. WBLS-F
7. WYNY-F	7. WNBC	7. WCBS-F	7. WCBS-F	7. WNBC	7. WKTU-F
8. WBAB-F	8. WCBS-F	8. WABC	8. WCBS	8. WHN	8. WRKS-F
9. WPIX-F	9. WABC	9. WNEW-F	9. WRFM-F	9. WABC WADO	9. WYNY-F
10. WNEW-F	10. WTFM-F	10. WINS	10. WOR		10. WPLJ-F

FORMATS	AM	FM	TOTAL	%
NEWS/TALK	4310 (4)		4310 (4)	19.9
BLACK/URBAN/DISCO	122 (1)	4202 (3)	4324 (4)	19.9
ROCK/AOR/CONTEMP	1825 (2)	2275 (6)	4100 (8)	18.9
BTFL MUSIC	557 (2)	2593 (7)	3150 (9)	14.5
MOR/AC	74 (2)	2224 (5)	2298 (7)	10.6
SPANISH	1100 (2)		1100 (2)	5.1
COUNTRY	500 (1)	363 (1)	863 (2)	4.0
BIG BAND	831 (2)		831 (2)	3.8
CLASSICAL	49 (1)	443 (2)	492 (3)	2.3
RELIGION	237 (2)		237 (2)	1.1
			21705 (43)	

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WOR	1. WNBC	1. WOR
2. WKTU-F	2. WINS	2. WRKS-F
3. WBLS-F	3. WABC	3. WINS
4. WRKS-F	4. WCBS	4. WKTU-F
5. WINS	5. WOR	5. WNBC
6. WNBC	6. WKTU-F	6. WBLS-F
7. WPLJ-F	7. WYNY-F	7. WCBS
8. WCBS	8. WPLJ-F	8. WYNY-F
9. WYNY-F	9. WBLS-F	9. WRFM-F
10. WRFM-F	10. WRKS-F	10. WJIT
11. WPAT-F	11. WPAT-F	
12. WABC	12. WCBS-F	
13. WNEW	13. WRFM-F	
14. WCBS-F	14. WHN	
15. WJIT	15. WNEW	

ADI FM SHARE: 55.16% (12743 of 23108) (O/N 80: 53.27%)

OTHER RATED STATIONS/METRO SHARE			
WALK-F+	97.5	Patchogue	.5
WBAB-F	102.3	Babylon	.6
WBLI-F	106.1	Patchogue	.8
WCTO-F	94.3	Smithtown	.5
WGSM	740	Huntington	.3
WHLI	1100	Hempstead	.5
WHUD-F	100.7	Peekskill	.4
WKHK-F	106.7		1.5
WKJY-F	98.3	Hempstead	.3
WLIB	1190		.5
WLIR-F	92.7	Garden City	.4
WMGQ-F	98.3	N Brunswick NJ	.3
WNCN-F	104.3		.7
WNJR	1430	Newark	.4
WPIX-F	101.9		.8
WQXR-F+	96.3		1.3
WTFM-F	103.5	Lake Success	1.5
WVNJ	620	Newark	.3
WVNJ-F	100.3	Newark	1.0
WWDJ	970	Kackensack	.6
WEZN-F	99.9	Bridgeport	.6

AM STATIONS

WABC,	770,	50 KW,	CONTEMP	ABC-C,	$244.38*	(Blair)	ABC
WADO,	1280,	5 KW (DA-1),	SPANISH	,	$ 88.75	(----)	
WCBS,	880,	50 KW,	NEWS	CBS,	$375.00	(CBS Spot)	CBS
WHN,	1050,	50 KW (DA-1),	COUNTRY	MBS,	$240.75	(Christal)	Mutual
WINS,	1010,	50 KW (DA-1),	NEWS	ABC-I,	$300.00*	(RAR)	Westinghouse
WJIT,	1480,	5 KW (DA-1),	SPANISH	,	$ 78.00	(Caballero)	Infinity
WMCA,	570,	5 KW (DA-1),	TALK	SBN,	$140.00*	(-----)	Strauss
WNBC,	660,	50 KW,	CONTEMP	NBC,	$240.00	(HNW)	NBC
WNEW,	1130,	50 KW (DA-N),	BIG BAND	,	$186.25	(Katz)	Metromedia
WOR,	710,	50 KW (DA-1),	TALK	ABC-E,RKO,	$250.00*	(RKO)	RKO
WPAT,	930,	5 KW (DA-2),	BTFL MUS	,	$125.00	(Eastman)	Capital Cities

FM STATIONS

WBLS-F,	107.5,	5.4 KW @ 1241,	BLACK/DISCO	,	$306.25	(Mc-Guild)	Inner City
WCBS-F,	101.1,	4.6 KW @ 1300,	CONTEMP/AC	,	$194.38	(CBS FM)	CBS
WKHK-F,	106.7,	5.4 KW @ 1218,	COUNTRY	,	$ 98.75	(Howard)	Viacom
WKTU-F,	92.3,	5.4 KW @ 1200,	URBAN	,	$316.88	(Torbet)	Infinity
WNEW-F,	102.7,	5.9 KW @ 1360,	AOR	Source,	$206.88	(Katz)	Metromedia
WPAT-F,	93.1,	13 KW @ 870,	BTFL MUS (Schulke)	,	$125.00	(Eastman)	Capital Cities
WPLJ-F,	95.5,	7.2 KW @ 1270,	AOR	ABC-F,	$250.00	(Blair)	ABC
WQXR-F+,	96.3,	5.4 KW @ 1220,	CLASSICAL	,	$ 85.00	(Mc-Guild)	New York Times
WRFM-F,	105.1,	5.2 KW @ 1220,	BTFL MUS (Bonne)	,	$158.75	(Torbet)	Bonneville
WRKS-F,	98.7,	5.4 KW @ 1250,	URBAN	RKO,	$200.00*	(RKO)	RKO
WTFM-F,	103.5,	3.9 KW @ 1390,	AC	,	$ 88.75	(MMR)	
WYNY-F,	97.1,	7.2 KW @ 1300,	AC	,	$200.00	(HNW)	NBC

TV STATIONS

WWHT	Newark	68	IND	WABC	New York	7	ABC,ABC
WCBS	New York	2	CBS,CBS	WNBC	New York	4	NBC,NBC
WNEW	New York	5	IND, Metromedia	WOR	New York	9	IND,RKO
WPIX	New York	11	IND, WGN Cont	WNJU	Newark	47	IND
				WXTV	Paterson	41	IND, Sp Int

NEWSPAPERS

New York Times	M	914,938	Long Is. Newsday	E	492,580,Tim-Mirr
New York News	M	1,554,604,Chi Trib	Newark Star-Ledger	M	407,844,Newhouse
New York Post	E	654,314,Murdoch			

NORFOLK

Market # 34 (approx); ADI # 47
Revenue Rank # 38 (approx)
Income Rank # 368 (approx)
APR 15.7
SMSA Pop: 1,196,400
CSI: 8.6 Bil (# 4 approx)

Revenue : $12,924,357
Income : $ -768,254
% Rev Gain: 15.3
Stations: 22/19
Diaries: 1281/934:1
CSI HH: 22.1 Bil (# 116)
Standard Error: .550

National Rev: $3,208,568
Nat Rev per Cap: $2.68
Tot Rev per Cap: $10.80
Tot Inc per Cap: $-.64
Profit Margin:---
Retail $: 5.0 Bil (# 37-app)
Retail Sales %: .223

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WCMS-F	163/10.8	9.8	8.0	8.2	10.9
2. WFOG-F	152/10.0	6.5	7.6	9.2	5.1
3. WLTY-F	118/ 7.8	4.6	3.9	4.3	6.6
4. WNOR-F	108/ 7.1	7.6	6.8	6.9	7.6
5. WOWI-F	89/ 5.9	5.2	9.8	6.8	6.8
WGH	89/ 5.9	5.5	5.5	7.1	5.5
7. WTAR	82/ 5.4	7.4	6.6	6.1	6.0
8. WRAP	57/ 3.8	5.9	5.0	5.3	6.2
9. WWDE-F	56/ 3.7	5.9	5.5	5.7	4.1
10. WNIS	53/ 3.5	2.5	2.9	2.7	1.7
11. WPCE	51/ 3.4	4.2	3.2	3.6	3.6
12. WQRK-F	47/ 3.1	4.6	4.5	3.2	5.2

12+ TSA 1/4	
1. WCMS-F	208
2. WFOG-F	181
3. WLTY-F	143
4. WOWI-F	120
5. WNOR-F	110
6. WTAR	95
7. WGH	93
8. WRAP	70
9. WWDE-F	59
10. WNIS	57
11. WQRK-F	53
12. WPCE	51

12+ TSA CUME/MSA CUME RAT	
1. WFOG-F	2190/19.0
2. WCMS-F	1971/16.5
3. WLTY-F	1921/16.1
4. WTAR	1769/16.9
5. TAR	1764/15.8
6. WOWI-F	1654/14.1
7. WNOR-F	1595/16.0
8. WRAP	1381/12.3
9. WQRK-F	1149/10.6
10. WWDE-F	975/ 9.0
11. WNOR	829/ 8.1
12. WGH-F	779/ 7.0

12+ FM SHARE (METRO): 64.55% (825 of 1278) (O/N 80: 65.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WFOG-F	1. WCMS-F
2. WOWI-F	2. WLTY-F	2. WLTY-F	2. WFOG-F	2. WCMS-F	2. WFOG-F
3. WQRK-F	3. WCMS-F	3. WNOR-F	3. WLTY-F	3. WTAR	3. WTAR
WLTY-F	4. WOWI-F	4. WFOG-F	4. WGH	4. WGH	4. WLTY-F
5. WNOR	5. WGH	5. WOWI-F	5. WTAR	5. WNIS	5. WGH

IMPORTANT NOTICE: Stations WZAM and WMYK-F were delisted from this report pursuant to Arbitron's rating distortion policy.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	129 (2)	286 (4)	414 (6)	32.4
COUNTRY	35 (1)	182 (2)	217 (3)	17.0
BLACK/JAZZ	119 (3)	89 (1)	208 (4)	16.3
BTFL MUSIC	21 (1)	152 (1)	173 (2)	13.5
MOR/AC	82 (1)	56 (1)	138 (2)	10.8
NEWS/TALK	53 (1)		53 (1)	4.1
RELIGION	8 (1)	28 (1)	36 (2)	2.8
CLASSICAL		32 (1)	32 (1)	2.5
UNKNOWN	7 (1)		7 (1)	0.5
			1278 (22)	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WCMS-F	1. WFOG-F	1. WCMS-F
2. WFOG-F	2. WCMS-F	2. WGH
3. WLTY-F	3. WLTY-F	3. WFOG-F
4. WOWI-F	4. WGH	4. WOWI-F
5. WNOR-F	WTAR	5. WPCE
6. WTAR	6. WOWI-F	6. WRAP
7. WGH	7. WNOR-F	WLTY-F
8. WRAP	8. WRAP	8. WTAR
9. WWDE-F	9. WQRK-F	9. WNIS
10. WINS	10. WWDE-F	10. WNOR-F
11. WQRK-F	11. WNOR	
12. WPCE	12. WGH-F	
13. WCMS	13. WNIS	
14. WNOR	14. WXRI-F	
15. WGH-F	15. WPCE	

OTHER RATED STATIONS/METRO SHARE

WBCI-F	96.5	Williamsburg	.9
WCMS	1050		2.3
WCPK	1600	Chesapeake	1.4
WGH-F	97.3		2.1
WNOR	1230		2.6
WPEX	1490		.5
WPMH	1010		.5
WTJZ	1270		.7
WXRI-F	105.3		1.8
WYVA-F	94.1		1.3

ADI FM SHARE: 66.14% (998 of 1509) (O/N 80: 66.48%)

AM STATIONS

WCMS, 1050, 5 KW (DAYS,DA), COUNTRY	MBS, $22.00* (Katz)	
WGH , 1310, 5 KW (DA-N) , CONTEMP	, $34.00 (Blair)	
WNIS, 1350, 5 KW (DA-2) , NEWS/TALK	NBC, $28.00* (HNW)	Sinclair
WNOR, 1230, 1 KW/250 W , AOR	RKO, $19.00* (RKO)	Josephson
WPCE, 1400, 1 KW/250 W , BLACK/GOSPEL	SBN, $21.00* (----)	
WRAP, 850, 5 KW/1 KW , BLACK	NBN, $36.25 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N) , MOR	CBS, $50.00* (Christal)	Landmark

FM STATIONS

WCMS-F, 100.5, 50 KW @ 509, COUNTRY	ABC-E, $65.00* (Katz)	
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, $59.75 (Torbet)	McCormick
WGH-F , 97.3, 74 KW @ 420, CLASSICAL	, $16.00 (Blair)	
WLTY-F, 95.7, 40 KW @ 881, CONTEMP	, $40.00* (Christal)	Landmark
WNOR-F, 93.7, 50 KW @ 549, AOR	RKO, $45.00* (RKO)	Josephson
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	SBN, $40.00* (----)	
WQRK-F, 104.5, 50 KW @ 418, CONTEMP (Burk-Abr)	ABC-C, $26.00* (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, AC/CONTEMP	ABC-F, $62.50 (CBS/FM)	
WXRI-F, 105.3, 50 KW @ 500, RELIGION/AC (?)	, $? ? (HNW)	CBN

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Knight-Ridder
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	94,332, Landmark
Norfolk Virginian-Pilot	M	125,787, Landmark
Newport News Press	M	56,669
Newport News Times-Herald	E	42,602

NORTHEAST PENNSYLVANIA

(Scranton/Wilkes-Barre)

Market # 64 (approx): ADI # 48
Revenue Rank # 71
Income Rank # 337
APR 17.9
SMSA Pop: 645,900
CSI: 4.3 Bil (# 73)

Revenue : $7,450,693
Income : $ -314,007
% Rev Gain: +10.6
Stations: 33/23
Diaries: 1024/631:1
CSI HH: 18.0 M (# 295)
Standard Error: .580

National Rev: $1,120,708
Nat Rev per Cap: $1.74
Tot Rev per Cap: $11.54
Tot Inc per Cap: $-.49
Profit Margin: ---
Retail $: 2.5 Bil (# 72)
Retail Sales %: .265

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WNAK	102/10.3	8.1	9.8	9.2
2. WKRZ-F	92/ 9.3	10.5	7.7	2.9
3. WARM	89/ 9.0	9.8	10.3	12.9
4. WEZX-F	87/ 8.8	7.3	7.5	5.8
5. WGBI-F	72/ 7.3	5.6	9.6	8.2
6. WEJL	43/ 4.4	3.8	4.3	4.2
7. WARD	41/ 4.1	1.2	1.3	1.0
8. WYZZ-F	36/ 3.6	4.2	3.4	4.4
9. WILK	33/ 3.3	6.2	3.7	6.0
10. WGBI	32/ 3.2	2.7	2.8	3.0

12+ TSA 1/4	
1. WKRZ-F	114
2. WNAK	105
3. WEZX-F	93
4. WARM	91
5. WGBI-F	87
6. WYZZ-F	53
7. WEJL	52
8. WARD	43
9. WGBI	41
10. WVCD-F	40

12+ TSA CUME/MSA CUME RAT	
1. WARM	1612/27.5
2. WKRZ-F	1538/23.7
3. WGBI-F	1223/19.0
4. WEZX-F	947/15.9
5. WILK	911/15.0
6. WGBI	762/10.6
7. WNAK	734/12.3
8. WEJL	718/11.4
9. WVCD-F	622/ 7.1
10. WYZZ-F	580/ 8.6

12+ FM SHARE (METRO): 49.55% (445 of 898) (O/N 80: 50.80%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEZX-F	1. WEZX-F	1. WKRZ-F	1. WARM	1. WNAK	1. WARM
2. WKRZ-F	2. WKRZ-F	2. WEZX-F	2. WGBI-F	WARM	2. WKRZ-F
	3. WGBI-F	3. WGBI-F	3. WKRZ-F	3. WGBI-F	3. WGBI-F
	4. WZZO-F	4. WARM	4. WNAK	4. WEJL	WNAK

FORMATS	AM	FM	TOTAL	%
MOR/AC	348 (10)	19 (2)	367 (12)	40.9
ROCK/AOR/CONTEMP	7 (2)	330 (10)	337 (12)	37.5
BTFL MUSIC	29 (1)	66 (3)	95 (4)	10.6
COUNTRY	57 (2)	30 (2)	87 (4)	9.7
BIG BAND/NOST	12 (1)		12 (1)	1.3
			898 (33)	

SCRANTON/WILKES-BARRE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WKRZ-F	1. WKRZ-F	1. WEZX-F
2. WNAK	2. WARM	2. WARM
3. WILQ-F	3. WGBI-F	3. WKRZ-F
4. WEZX-F	4. WHLM-F+	4. WGBI-F
5. WARM	5. WEZX-F	5. WNAK
6. WGBI-F	6. WILK	6. WARD
7. WHLM-F+	7. WILQ-F	7. WYZZ-F
8. WAVT-F	8. WVCD-F	WBAX
9. WYZZ-F	9. WGBI	
10. WVCD-F	10. WNAK	
11. WEJL	11. WEJL	
12. WLYC	12. WYZZ-F	
13. WARD	13. WKSB-F	
14. WQKX-F	14. WQKX-F	
15. WGBI	15. WKOK	

OTHER RATED STATIONS/METRO SHARE

WAZL	1490	Hazleton	1.0
WBAX	1240		2.5
WBQW	1320		1.0
WCDL	1440	Carbondale	.7
WICK	1400		2.9
WKRZ	1340		1.2
WLSP-F	94.3	Carbondale	1.4
WMJW-F	92.1	Nanticoke	1.6
WPCN	960	Mount Pocono	.5
WQEQ-F	103.1	Freeland	1.6
WVCD-F	97.9	Hazelton	2.5
WVPO	840	Stroudsberg	.8
WVPO-F	93.5	Stroudsberg	.4
WWDL-F	104.9		1.5
WHLM-F	106.5	Bloomsburg	.4
WABC	770	New York	.4
WFMV-F	106.3	Blairstown,NJ	.3
WLEV-F	96.1	Easton	1.1
WMMR-F	93.3	Philadelphia	.5
WNBC	660	New York	.3
WQQQ-F	99.9	Easton	.5
WXKW-F	104.1	Allentown	1.6
WZZO-F	95.1	Bethlehem	2.4

ADI FM SHARE: 53.36% (967 of 1812) (O/N 80: 57.89%)

AM STATIONS

WARD,	1540,	1 KW (DAYS)	, MOR (?)	,	$ 6.00	(----)	(PITTSTON)
WARM,	590,	5 KW (DA-1)	, MOR	,	$48.13	(Eastman)	Susquehanna
WBAX,	1240,	1 KW/250 W	, COUNTRY	ABC-E,	$15.25	(Torbet)	Merv Griffin
WEJL,	630,	500 W (DAYS)	, MOR	ABC-I,	$26.50*	(Selcom)	Shamrock Comm
WGBI,	910,	1 KW/500 W	, COUNTRY (Drake-Chen)	CBS,	$12.00*	(Torbet)	
WILK,	980,	5 KW/1 KW (DA-N)	, AC	ABC-E,RKO,	$21.00*	(Mc-Guild)	
WNAK,	730,	1 KW (DAYS)	, MOR	,	$18.00	(P/W)	(NANTICOKE)
WNAK,	730,	1 KW (DAYS)	, BIG BAND/NOST (Al Ham)	,	$12.64	(PRO)	(WILLIAMSPORT)
WKOK,	1070,	10 KW/1 KW	, AC	CBS,	$ 9.44	(Masla)	(SUNBURY)

FM STATIONS

WEZX-F,	107.1,	125 W @ 1270,	AOR (Burk-Abr)	Source,	$26.50*	(Selcom)	Shamrock Comm
WGBI-F,	101.3,	7 KW @ 1100,	CONTEMP (Drake-Chen)	,	$22.00*	(Torbet)	
WKRZ-F,	98.5,	7 KW @ 1100,	ROCK	,	$22.50*	(Christal)	Executive
WVCD-F,	97.9,	24 KW @ 640,	BTFL MUS (TM)	,	$10.50	(MKT 4)	(HAZLETON)
WYZZ-F,	92.9,	50 KW @ 1065,	BTFL/CLASS	MBS,	$19.25	(----)	
WQKX-F,	94.1,	50 KW @ 880,	CONTEMP	,	$15.00	(Masla)	(SUNBURY)
WKSB-F,	102.7,	53 KW @ 1300,	CONTEMP (Drake-Chen)	ABC-E,	$12.00	(HNW)	(WILLIAMSPORT)
WHLM-F+,	106.5,	9 KW @ 570,	CONTEMP	NBC,	$ 8.00	(----)	(BLOOMSBURG)
WAVT-F,	101.9,	50 KW @ 534,	COUNTRY	CBS,	$12.00	(PRO)	(POTTSVILLE)
WILQ-F,	105.1,	3 KW @ 1300,	COUNTRY	,	$17.00	(PRO)	(WILLIAMSPORT)

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,525, Shamrock Communications
Scranton Tribune	M	41,604
Wilkes-Barre Times Leader	AD	51,916, Capital Cities
Wilkes-Barre Citizen's Voice	E	45,983

OKLAHOMA CITY

Market # 47; ADI # 39
Revenue Rank # 36
Income Rank # 380
APR 14.8
SMSA Pop: 831,600
CSI: 7.0 Bil (# 43)

Revenue : $15,024,769
Income : $-1,688,903
% Rev Gain:+24.2
Stations: 21/21
Diaries: 926/898:1
CSI HH: 21.5 M (# 142)
Standard Error: .621

National Rev: $2,515,639
Nat Rev per Cap: $3.03
Tot Rev per Cap: $18.07
Tot Inc per Cap: $-2.03
Profit Margin: ---
Retail $: 3.8 Bil (# 45)
Retail Sales %: .359

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KEBC-F	120/11.8	12.8	12.2	10.9	11.9
2. KTOK	114/11.3	11.0	13.7	11.7	17.8
3. KKNG-F	91/ 9.0	11.5	13.0	13.6	12.4
4. KOMA	81/ 8.0	8.9	6.1	4.2	6.2
5. KOFM-F	78/ 7.7	8.6	9.9	7.8	8.9
6. KATT-F	75/ 7.4	5.3	5.3	5.6	4.8
7. WKY	58/ 5.7	4.2	6.2	5.6	5.8
KXXY-F	58/ 5.7	8.5	6.2	9.0	5.9
9. KAEZ-F	49/ 4.8	2.3	3.0	3.6	2.7
10. KLTE-F**	37/ 3.7	5.2	6.0	6.1	3.1
11. KLNK-F	36/ 3.6	4.0	3.6	---	1.4
KKLR-F	36/ 3.6	3.9	2.6	2.9	1.7

12+ TSA 1/4	
1. KOMA	202
2. KEBC-F	178
3. KTOK	140
4. KATT-F	139
5. KKNG-F	130
6. KOFM-F	116
7. WKY	111
8. KXXY-F	67
9. KAEZ-F	54
10. KLNK-F	40
KLTE-F**	40
12. KKLR-F	37

12+ TSA CUME/MSA CUME RAT	
1. KOMA	3265/18.9
2. WKY	2299/19.6
3. KOFM-F	2105/18.9
4. KTOK	1984/22.9
5. KEBC-F	1857/18.4
6. KATT-F	1681/16.3
7. KKNG-F	1615/16.4
8. KXXY-F	1033/13.1
9. KLNK-F	1001/ 9.8
10. KLTE-F**	782/ 9.8
11. KKLR-F	624/ 8.7
12. KJYO-F	498/ 5.7

12+ FM SHARE (METRO): 66.42% (625 of 941) (O/N 80: 68.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KXXY-F	1. KATT-F	1. KEBC-F	1. KEBC-F	1. KEBC-F	1. KEBC-F
2. KOFM-F	2. KOFM-F	2. KOMA	2. KOMA	2. KTOK	2. KOMA
3. KATT-F	3. KEBC-F	3. KATT-F	3. KKNG-F	3. KKNG-F	3. KTOK
4. KAEZ-F	4. KOMA	KOFM-F	KTOK	4. KOMA	4. WKY
5. KKLR-F	5. KXXY-F	5. KTOK	5. KOFM-F	5. KOCY	5. KOFM-F

**Station KLTE-F was determined by Arbitron to have engaged in on-air survey or diary promotional activities.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (1)	254 (5)	261 (6)	27.7
MOR/AC	184 (4)	62 (2)	246 (6)	26.1
COUNTRY	85 (2)	156 (2)	241 (4)	25.6
BTFL MUSIC		91 (1)	91 (1)	9.7
BLACK		49 (1)	49 (1)	5.2
BIG BAND	31 (1)		31 (1)	3.3
RELIGION	9 (1)	13 (1)	22 (2)	2.3
			941 (21)	

OKLAHOMA CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KEBC-F	1. KOMA	1. KEBC-F
2. KOMA	2. WKY	2. KTOK
3. KTOK	3. KOFM-F	3. KKNG-F
4. KKNG-F	4. KTOK	4. KAEZ-F
5. KATT-F	5. KEBC-F	5. KOFM-F
6. KOFM-F	6. KKNG-F	6. KOMA
7. WKY	7. KATT-F	7. WKY
8. KXXY-F	8. KLNK-F	8. KXXY-F
9. KXLS-F	9. KXXY-F	9. KOCY
10. KAEZ-F	10. KLTE-F**	
11. KLTE-F**	11. KKLR-F	
12. KLNK-F	12. KXLS-F	
13. KKLR-F	13. KJYO-F	
14. KOCY	KOCY	
15. KVOO	15. KVOO	

OTHER RATED STATIONS/METRO SHARE

KATT	1140		.7
KGFF	1450	Shawnee	.7
KGOU-F	106.3	Norman	.7
KJIL-F	104.9	Bethany	1.3
KJYO-F	102.7		2.5
KOCY	1340		3.1
KQCV	800		.9
WNAD	640	Norman	.4
KRMG	740	Tulsa	.5

ADI FM SHARE: 57.84% (948 of 1639) (O/N 80: 56.25%)

AM STATIONS

KOCY	1340	1 KW/250 W	BIG BAND/NOST (Al Ham)	RKO	$? ? *	(Mc-Guild)	Summit
KOMA	1520	50 KW (DA-N)	COUNTRY	NBC	$70.00	(Blair)	Storz
WKY	930	5 KW (DA-N)	AC	RKO	$46.00	(Katz)	Gaylord
KTOK	1000	5 KW (DA-2)	MOR	ABC-I	$60.00	(MMR)	Insilco

KVOO - See Tulsa

FM STATIONS

KAEZ-F	107.7	100 KW @ 180	BLACK		$31.00	(----)	
KATT-F	100.5	100 KW @ 598	AOR	Source	$36.00	(RKO)	
KEBC-F	94.7	100 KW @ 440	COUNTRY	ABC-E	$58.75	(Torbet)	
KJYO-F	102.7	100 KW @ 1003	AC (Schulke II)		$27.38	(MMR)	Insilco
KKLR-F	97.7	3 KW @ 300	COUNTRY		$20.25	(Howard)	
KKNG-F	92.5	100 KW @ 900	BTFL MUS (Schulke)		$64.00	(Christal)	Swanson
KLNK-F	98.9	48 KW @ 1253	CONTEMP/AC		$25.00*	(Selcom)	
KOFM-F	104.1	100 KW @ 1425	ROCK	ABC-C	$53.75	(Katz)	Guy Gannett
KXXY-F	96.1	100 KW @ 300	AOR (Burk-Abr)		$30.00*	(Mc-Guild)	Summit
KLTE-F	101.9	100 KW @ 420	AC/SOFT		$55.00	(Masla)	
KXLS-F	99.7	100 KW @ 835	CONTEMP		$16.25	(----)	(ALVA)

TV STATIONS

KTVY	Oklahoma City	4	NBC, Detroit News
KOCO	Oklahoma City	5	ABC, Combined/Gannett
KWTV	Oklahoma City	9	CBS
KOKH	Oklahoma City	25	IND, Blair
KAUT	Oklahoma City	43	IND, Golden West
KGMC	Oklahoma City	34	IND

NEWSPAPERS

Oklahoma City Oklahoman	M	181,994, Gaylord
Oklahoma City Times	E	84,657, Gaylord

OMAHA

Market # 70
Revenue Rank # 65
Income Rank # 31
APR 16.7
SMSA Pop: 590,700
CSI: 4.7 Bil (# 68)

Revenue : $8,140,871
Income : $ 996,306
% Rev Gain: +12.2
Stations: 15/11
Diaries: 872/677:1
CSI HH: 22.2 M (# 110)
Standard Error: .667

National Rev: $2,229,418
Nat Rev per Cap: $3.77
Tot Rev per Cap: $13.78
Tot Inc per Cap: $1.69
Profit Margin: 12.2%
Retail $: 2.4 Bil (# 77)
Retail Sales %: .282

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KFAB	193/25.0	23.5	28.0	27.2	34.1
2. KEZO-F	107/13.9	12.2	10.8	11.0	5.7
3. KQKQ-F	71/ 9.2	10.9	10.7	5.4	2.9
4. KESY-F	66/ 8.5	9.3	8.3	10.1	8.2
5. KGOR-F	63/ 8.2	6.4	6.1	9.3	12.6
6. WOW	54/ 7.0	8.3	8.9	10.2	10.2
7. KOIL	37/ 4.8	6.6	4.6	5.7	6.4
8. KLNG	27/ 3.5	1.9	3.2	.8	1.5
KYNN-F	27/ 3.5	4.2	4.1	3.1	1.5
10. KOOO	26/ 3.4	1.1	---	.9	.4

12+ TSA 1/4	
1. KFAB	379
2. WOW	210
3. KEZO-F	143
4. KGOR-F	98
5. KQKQ-F	84
6. KESY-F	70
7. KOIL	53
8. KMA	48
KFRX-F	48
10. KYNN-F	41

12+ TSA CUME/MSA CUME RAT	
1. KFAB	5059/49.8
2. WOW	4486/28.9
3. KEZO-F	1767/23.5
4. KGOR-F	1621/19.8
5. KQKQ-F	1531/25.7
6. KOIL	1312/19.1
7. KMA	886/ 4.3
8. KESY-F	778/16.3
9. KFRX-F	666/ 2.5
10. KYNN-F	594/ 9.3

12+ FM SHARE (METRO): 47.66% (346 of 726) (O/N 80: 44.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQKQ-F	1. KEZO-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB
2. KEZO-F	2. KGOR-F	2. KFAB	2. KESY-F	2. KESY-F	2. WOW
	3. KQKQ-F	3. KGOR-F	3. KEZO-F		3. KEZO-F
	4. WOW	4. KQKQ-F	4. WOW		4. KMA

OTHER RATED STATIONS/METRO SHARE

KCRO	660	1.8	KYNN	1490	2.8		KFRX-F	102.7	Lincoln	1.0
KMA	960	Shandoah, IA	.9				KSRD-F	96.9	Seward	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	54 (1)	249 (4)	303 (5)	41.7
MOR/AC	237 (3)		237 (3)	32.6
BTFL MUSIC		66 (1)	66 (1)	9.1
COUNTRY	21 (1)	31 (2)	52 (3)	7.2
BLACK	27 (1)		27 (1)	3.7
BIG BAND/NOST	26 (1)		26 (1)	3.6
RELIGION	14 (1)		14 (1)	1.9
			726 (15)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N) , MOR NBC, $132.13 (Christal) May
KLNG, 1560, 1 KW (DAYS) , BLACK ABC-I, $ 20.00 (Eastman)
KOIL, 1290, 5 KW (DA-N) , AC/CONTEMP RKO, $ 20.00 (Eastman)
KOOO, 1420, 1 KW (DAYS,DA), BIG BAND/NOST (A1 Ham)CBS,MBS, $ 20.00 (Selcom)
WOW, 590, 5 KW , CONTEMP/AC ABC-C, $ 80.00* (Blair) Meredith
KMA, 960, 5 KW (DA-N) , MOR ABC-E,ABC-I, $ 42.50 (Katz) May (SHENANDOAH,IA)

KESY-F, 104.5, 32 KW @ 285, BTFL MUS (TM) , $ 40.80 (Selcom)
KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr) ABC-F, $ 45.00* (Blair) Meredith
KGOR-F, 99.9, 115 KW @ 1227, ROCK , $ 35.00* (Christal) May
KQKQ-F, 98.5, 100 KW @ 510, ROCK , $ 35.00* (Eastman)
KYNN-F, 94.1, 100 KW @ 510, COUNTRY ABC-E, $ 20.00* (Torbet) Great Empire
KFRX-F, 102.7, 100 KW @ 500, ROCK ABC-F, $ 14.25 (Mc-Guild) Scott (LINCOLN)

TV STATIONS

KETV Omaha 7 ABC, Pulitzer
WOWT Omaha 6 CBS, San Francisco Chron
KMTV Omaha 3 NBC, May

NEWSPAPER Omaha World-Herald M - 125.533 E - 109.780

B-119

ORLANDO

Market # 58; ADI # 40
Revenue Rank # 56
Income Rank # 66
APR 15.9
SMSA Pop: 701,700
CSI: 5.2 Bil (# 61)

Revenue : $9,871,015
Income : $ 428,174
% Rev Gain: +16.3
Stations: 21/19
Diaries: 1153/609:1
CSI HH: 19.9 M (# 224)
Standard Error: .576

National Rev: $2,360,108
Nat Rev per Cap: $3.36
Tot Rev per Cap: $14.07
Tot Inc per Cap: $.61
Profit Margin: 4.3%
Retail $: 3.5 Bil (# 50)
Retail Sales %: .248

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WDIZ-F	121/12.4	11.0	6.5	7.1	6.4
2. WDBO-F	106/10.9	8.1	11.6	12.0	12.0
3. WBJW-F	91/ 9.3	9.4	14.7	9.2	8.5
4. WHOO-F	86/ 8.8	9.6	8.7	9.6	8.1
5. WDBO	81/ 8.3	7.4	9.7	8.5	9.6
6. WHOO	75/ 7.7	11.9	7.6	7.5	6.8
7. WHLY-F	69/ 7.1	6.8	5.9	8.0	8.7
8. WJYO-F	64/ 6.6	6.4	3.1	6.4	8.3
9. WKIS	52/ 5.3	6.8	7.5	7.3	5.9
10. WORL	32/ 3.3	4.8	4.7	3.6	4.9

12+ TSA 1/4	
1. WDBO-F	219
2. WDIZ-F	214
3. WBJW-F	125
4. WHOO-F	86
5. WDBO	81
6. WHOO	75
7. WHLY-F	69
8. WJYO-F	64
9. WKIS	52
10. WORL	32

12+ TSA CUME/MSA CUME RAT	
1. WDBO-F	2653/20.4
2. WDIZ-F	2256/17.6
3. WBJW-F	2044/24.9
4. WHLY-F	1698/16.5
5. WHOO-F	1664/18.3
6. WDBO	1524/19.6
7. WJYO-F	1189/11.2
8. WHOO	1160/16.4
9. WELE-F	1080/ 5.1
10. WKIS	992/14.5

12+ FM SHARE (METRO): 66.27% (609 of 919) (O/N 80: 58.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WHOO-F	1. WDBO-F	1. WDIZ-F
2. WBJW-F	2. WHLY-F	2. WBJW-F	2. WJYO-F	2. WHOO	2. WDBO-F
3. WORL	3. WBJW-F	3. WHLY-F	3. WHOO	3. WHOO-F	3. WBJW-F+
	4. WHOO-F	4. WHOO-F	4. WHLY-F	4. WDBO	4. WDBO

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	212 (2)	235 (3)	25.6
COUNTRY	86 (3)	124 (3)	210 (6)	22.9
MOR/AC	97 (2)	96 (2)	193 (4)	21.0
BTFL MUSIC		170 (2)	170 (2)	18.5
TALK	52 (1)		52 (1)	5.7
BLACK	42 (2)		42 (2)	4.6
RELIGION	10 (2)	7 (1)	17 (3)	1.8
			919 (21)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WDBO-F	1. WDBO-F	1. WDIZ-F
2. WDIZ-F	2. WDIZ-F	2. WDBO-F
3. WBJW-F	3. WBJW-F	3. WDBO
4. WHOO-F	4. WHOO-F	4. WHOO-F
5. WDBO	5. WHLY-F	5. WBJW-F
6. WHLY-F	6. WDBO	6. WORL
7. WJYO-F	7. WHOO	7. WHOO
WELE-F	8. WJYO-F	8. WJYO-F
WHOO	9. WELE-F	9. WKIS
10. WWLV-F	10. WKIS	
11. WKIS	11. WCKS-F	
WDOQ-F	12. WLOF	
13. WCKS-F	13. WDOQ-F	
14. WEZY-F	14. WWLV-F	
15. WORL	15. WORL	

OTHER RATED STATIONS/METRO SHARE

WAJL	1440	Winter Park	.8
WFIV	1080	Kissimmee	.7
WHHL	1190	Pine Cattle	1.6
WLOF	950		2.4
WLOQ-F	103.1	Winter Park	2.8
WOKB	1600	Winter Garden	1.0
WTLN-F+	95.3	Apopka	.9
WELE-F	105.9	DeLand	1.9
WGTO	540	Cypress Gardens	.4
WPCV-F	97.5	Winter Haven	1.9

ADI FM SHARE: 69.58% (1345 of 1933) (O/N 80: 68.98%)

AM STATIONS

WDBO,	580,	5 KW (DA-N)	, MOR	ABC-E,	$56.25*	(Blair)	Outlet
WHOO,	990,	50 KW/5 KW (DA-N),	COUNTRY	ABC-I,	$75.00	(Torbet)	Bluegrass
WKIS,	740,	5 KW/1 KW (DA-1),	TALK/MOR	CBS,	$48.50	(Eastman)	Susquehanna
WLOF,	950,	5 KW (DA-N)	, AC	RKO,	$35.00*	(Mc-Guild)	
WORL,	1270,	5 KW (DAYS)	, BLACK	,	$56.25	(Katz)	Sudbrink

FM STATIONS

WDBO-F,	92.3,	100 KW @ 1320,	BTFL MUS (Schulke)	,	$56.25*	(Blair)	Outlet
WDIZ-F,	100.3,	100 KW @ 820,	AOR (Burk-Abr)	Source,	$48.75	(Selcom)	Shamrock Comm
WHOO-F,	96.5,	100 KW @ 493,	COUNTRY (TM)	,	$75.00	(Torbet)	Bluegrass
WBJW-F,	105.1,	100 KW @ 370,	ROCK	RKO,	$73.00*	(Mc-Guild)	
WHLY-F,	106.7,	100 KW @ 799,	CONTEMP/AC	,	$39.25	(Christal)	General
WJYO-F,	107.7,	100 KW @ 829,	BTFL MUS (SchulkeII)	,	$56.25	(Katz)	Sudbrink
WPCV-F,	97.5,	100 KW @ 499,	COUNTRY	ABC-E,	$18.25	(PRO) Hall	(WINTER HAVEN)
WCKS-F,	101.1,	100 KW @ 500,	ROCK	,	$25.00	(P/W)	(COCOA BEACH)

OTHER STATIONS - SEE DAYTONA BEACH

TV STATIONS

WOFL	Orlando	35	IND
WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPER

Orlando Sentinel Star AD 201,383, Tribune Co.

PEORIA

Market # 108
Revenue Rank # 81
Income Rank # 121
APR 13.9
SMSA Pop: 371,200
CSI HH: 3.3 Bil (# 94)

Revenue : $ 6,433,946
Income : $ 184,348
% Rev Gain: 34.3%
Stations: 18/13
Diaries: 753/493:1
CSI HH: 24.2 M (# 38)
Standard Error: .656

National Rev: $1,754,647
Nat Rev per Cap: $ 4.73
Tot Rev per Cap: $17.33
Tot Inc per Cap: $ .50
Profit Margin: 2.9%
Retail $: 1.8 Bil (# 96)
Retail Sales %: .298

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WSWT-F	62/14.7	15.4	17.1	15.1	15.4	1. WSWT-F	87	1. WKZW-F	1215/27.6
2. WMBD	56/13.3	13.6	16.0	13.9	13.6	2. WKZW-F	72	2. WMBD	1078/29.8
3. WKZW-F	51/12.1	10.5	12.6	15.3	16.6	3. WJBC	71	3. WIRL	992/27.1
4. WXCL	49/11.6	13.1	7.2	12.9	10.5	4. WMBD	66	4. WSWT-F	948/23.2
5. WIRL	54/10.2	7.3	6.3	8.2	11.0	5. WXCL	54	5. WLS	901/13.6
6. WVEL+	31/ 7.4	4.0	5.9	4.3	4.7	6. WIRL	46	6. WXCL	817/23.7
7. WWCT-F	29/ 6.9	12.0	6.3	8.0	6.9	7. WWCT-F	45	7. WWCT-F	776/17.0
8. WKQA-F	19/ 4.5	5.6	5.6	3.3	1.8	8. WMAQ	39	8. WJBC	747/ 3.2
9. WLS	12/ 2.9	1.8	1.8	3.1	4.0	9. WVEL+	32	9. WMAQ	721/ 6.6
10. WPEO	10/ 2.4	.9	1.4	2.8	1.1	10. WBNQ-F	31	10. WBNQ-F	617/ 6.1

12+ FM SHARE (METRO): 46.77% (188 of 402) (FAL 80: 56.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WSWT-F	1. WJBC
2. WKQA-F	2. WWCT-F	2. WIRL	2. WIRL	2. WXCL	2. WMBD
3. WWCT-F	3. WIRL	WSWT-F	3. WXCL	3. WMBD	3. WSWT-F

OTHER RATED STATIONS/METRO SHARE

WTAZ-F	102.3	Morton	.7
WTXR-F	94.3	Chillicothe	.7
WBBM	780	Chicago	1.7
WBNQ-F	101.5	Bloomington	1.9
WGN	720	Chicago	1.9
WJBC	1230	Bloomington	1.2
WMAQ	670	Chicago	1.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	107 (4)	119 (5)	29.6
MOR/AC	112 (4)	6 (2)	118 (6)	29.4
BTFL MUSIC	18 (1)	75 (2)	93 (3)	23.1
COUNTRY	55 (2)		55 (2)	13.7
RELIGION	10 (1)		10 (1)	2.5
NEWS/TALK	7 (1)		7 (1)	1.7
			402 (18)	

RADIO STATIONS

WIRL	1290	5 KW (DA-2)	AC	MBS	$33.25	(Eastman)	Mid America
WMBD	1470	5 KW (DA-2)	MOR	CBS	$28.75	(Katz)	Midwest TV
WPEO	1020	1 KW	RELIGION	MBS	$12.00	(----)	Crawford
WVEL+	1140	5 KW (DAYS)	BTFL MUS		$15.00*	(Torbet)	
WXCL	1350	1 KW (DA-2)	COUNTRY	ABC-I	$30.00	(Blair)	
WKQA-F	104.9	3 KW @ 260	ROCK	ABC-F	$30.00	(Blair)	
WKZW-F	93.3	40 KW @ 570	ROCK		$39.50	(Katz)	Midwest TV
WSWT-F	106.9	50 KW @ 450	BTFL MUS (Bonne)		$27.00	(Eastman)	Mid America
WWCT-F	105.7	36 KW @ 571	AOR	Source	$20.00	(?)	

WMAQ - See Chicago WBNQ,WJBC - See Bloomington

TV STATIONS

WEEK	Peoria	25	NBC, Mid America
WMBD	Peoria	31	CBS, Mid TV
WRAU	Peoria	19	ABC, Forward

NEWSPAPERS

Peoria Journal Star	AD	102,556
Pekin Times	E	22,082

PHILADELPHIA

Market # 4; ADI # 4
Revenue Rank # 6
Income Rank # 6
APR 17.1
SMSA Pop:,4,729,000
CSI: 40.5 Bil (# 4)

Revenue : $ 53,212,395
Income : $ 6,127,744
% Rev Gain: 12.3
Stations: 29/37
Diaries: 2458/1924:1
CSI HH: 24.6 M (# 31)
Standard Error: .405

National Rev: $ 19,178,545
Nat Rev per Cap: $ 4.06
Tot Rev per Cap: $ 11.25
Tot Inc per Cap: $ 1.30
Profit Margin: 11.5%
Retail $: 18.3 Bil (# 5)
Retail Sales %: .227

12+ METRO 1/4/SHARE		SUM 81	SPG 81	WIN 81	FAL 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KYW	625/9.3	9.3	12.3	9.4	11.6	1. KYW	737	1. KYW	14158/29.7
2. WMGK-F	539/8.0	8.8	7.7	7.2	9.0	2. WMGK-F	645	2. WMGK-F	8718/18.2
3. WMMR-F	415/6.2	5.7	5.2	5.9	5.3	3. WMMR-F	597	3. WMMR-F	8698/15.0
4. WCAU-F	403/6.0	4.1	3.4	2.6	3.6	4. WWSH-F	483	4. WCAU-F	7606/16.1
5. WIP	390/5.8	5.5	5.5	6.0	6.6	5. WCAU-F	471	5. WIP	7176/15.7
6. WDAS-F	365/5.4	7.1	6.8	6.2	5.3	6. WIP	433	6. WYSP-F	6188/10.7
7. WWSH-F	363/5.4	4.8	5.3	6.1	6.1	WDAS-F	433	7. WWSH-F	5906/10.3
8. WEAZ-F	354/5.3	5.7	6.5	6.2	5.9	8. WEAZ-F	412	8. WCAU	5688/11.9
9. WWDB-F	335/5.0	4.7	4.2	4.4	4.2	9. WWDB-F	403	9. WEAZ-F	5546/11.9
10. WIOQ-F	286/4.3	3.4	3.6	4.0	3.4	10. WYSP-F	358	10. WIOQ-F	4941/ 9.8
11. WPEN	277/4.1	4.7	4.0	4.6	3.8	11. WUSL-F	348	11. WDAS-F	4903/10.9
12. WUSL-F	270/4.0	2.8	1.9	3.1	2.7	12. WIOQ-F	345	12. WIFI-F	4828/ 8.4
13. WYSP-F	238/3.5	3.7	3.2	4.8	4.1	13. WPEN	302	13. WWDB-F	4576/ 9.4
14. WCAU	227/3.4	3.5	2.9	4.2	4.4	14. WCAU	275	14. WUSL-F	4281/ 8.0
15. WIFI-F	165/2.5	4.4	4.4	3.0	2.7	15. WIFI-F	259	15. WPEN	4269/ 9.7
16. WFIL	141/2.1	2.3	2.6	3.1	3.1	16. WJBR-F	207	16. WFIL	4217/ 7.9
17. WSNI-F	131/2.0	2.7	2.9	2.0	2.4	17. WOR	178	17. WSNI-F	3015/ 6.2
18. WFLN-F+	121/1.8	1.8	1.7	2.2	2.2	18. WFIL	168	18. WFLN-F+	2735/ 5.8
WDAS	121/1.8	1.3	1.3	1.2	1.4	19. WSNI-F	163	19. WJBR-F	2559/ 3.1
20. WJBR-F	94/1.4	.9	1.2	.8	.9	20. WFLN-F+	159	20. WSTW-F	2443/ 2.1

12+ FM SHARE (METRO): 67.65% (4206 of 6217) (FALL 80: 63.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WCAU-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW
2. WMMR-F	2. WMMR-F	2. WMMR-F	2. WIP	2. WEAZ-F	2. WIP
3. WDAS-F	3. WDAS-F	3. WDAS-F	3. KYW	3. WIP	3. WMGK-F
4. WYSP-F	WIOQ-F	4. WIOQ-F	4. WUSL-F	4. WWSH-F	4. WWDB-F
5. WIFI-F	5. WCAU-F	5. WCAU-F	5. WIOQ-F	WPEN	5. WMMR-F
6. WPST-F	6. WYSP-F	6. KYW	6. WDAS-F	6. WMGK-F	6. WWSH-F
7. WMGK-F	7. KYW	7. WIP	7. WEAZ,WWSH	7. WWDB-F	7. WCAU-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (1)	1643 (8)	1667 (9)	26.8
NEWS/TALK	892 (3)	335 (1)	1227 (4)	19.7
MOR/AC	390 (1)	670 (2)	1060 (3)	17.1
BTFL MUSIC		811 (3)	811 (3)	13.0
BLACK/URBAN	213 (2)	365 (1)	578 (3)	9.3
COUNTRY	141 (1)	270 (1)	411 (2)	6.6
BIG BAND/NOST	277 (1)		277 (1)	4.5
CLASSICAL	15 (1)	112 (1)	127 (2)	2.0
UNKNOWN	34 (1)		34 (1)	0.5
RELIGION	25 (1)		25 (1)	0.4
			6217 (29)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KYW	1. KYW	1. WDAS-F
2. WMGK-F	2. WMGK-F	2. KYW
3. WMMR-F	3. WMMR-F	3. WCAU-F
4. WCAU-F	4. WCAU-F	4. WIP
5. WWSH-F	5. WIP	5. WEAZ-F
6. WDAS-F	6. WYSP-F	6. WMGK-F
7. WIP	7. WCAU	7. WUSL-F
8. WEAZ-F	8. WEAZ-F	8. WMMR-F
9. WWDB-F	9. WWSH-F	9. WIOQ-F
10. WIOQ-F	10. WDAS-F	10. WWSH-F
11. WYSP-F	11. WIOQ-F	
12. WUSL-F	12. WIFI-F	
13. WPEN	13. WWDB-F	
14. WCAU	14. WPEN	
15. WIFI-F	15. WFIL	

OTHER RATED STATIONS/METRO SHARE			
WHAT	1340		1.4
WSSJ	1310	Camden	.5
WZZD	990		.4
WKXW-F	101.5	Trenton	.7
WPST-F	97.5	Trenton	.9
WSTW-F	93.7	Wilmington	.5
WNBC	660	New York	.4
WOR	710	New York	.6

ADI FM SHARE: 69.24% (5984 of 8642) (FALL 80: 64.42%)

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC	$173.75	(RAR)	Westinghouse
WCAU	1210	50 KW	TALK/NEWS	CBS	$ 94.77	(CBS Spot)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 82.50	(Howard)	NBN
WFIL	560	5 KW (DA-2)	COUNTRY		$135.00*	(Blair)	LIN
WIP	610	5 KW (DA-1)	MOR		$170.63	(Katz)	Metromedia
WPEN	950	5 KW (DA-N)	BIG BAND/NOST	ABC-E	$120.25*	(MMR)	Greater Media

FM STATIONS

WCAU-F	98.1	13 KW @ 1000	ROCK		$105.63	(CBS/FM)	CBS
WDAS-F	105.3	4 KW @ 870	BLACK		$116.88	(Howard)	NBN
WEAZ-F	101.1	13 KW @ 1010	BTFL MUS (Bonne)		$ 92.50	(Mc-Guild)	
WFLN-F+	95.7	50 KW @ 490	CLASSICAL		$ 56.00	(CMBS)	
WIFI-F	92.5	50 KW @ 500	ROCK	ABC-C	$105.00*	(Eastman)	GCC
WIOQ-F	102.1	30 KW @ 650	CONTEMP	RKO	$ 84.38*	(Mc-Guild)	Outlet
WMGK-F	102.9	50 KW @ 300	AC		$166.50	(MMR)	Greater Media
WMMR-F	93.3	25 KW @ 670	AOR		$144.38	(Katz)	Metromedia
WSNI-F	104.5	13 KW @ 1008	AC	MBS	$ 51.85*	(RKO)	Associated
WUSL-F	98.9	18 KW @ 830	COUNTRY		$ 87.13	(Blair)	LIN
WWDB-F	96.5	50 KW @ 1200	TALK	ABC-I	$ 62.16	(HNW)	
WWSH-F	106.1	19 KW @ 740	BTFL MUS (Schulke)		$100.63	(Christal)	Cox
WYSP-F	94.1	16 KW @ 900	AOR	Source	$115.00	(Torbet)	Infinity
WPST-F	97.5	50 KW @ 450	ROCK		$ 42.75	(Masla)	Nassau (TRENTON)

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Capital Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	462,137, Charter
Philadelphia Enquirer	M	425,075, Knight-Ridder
Philadelphia News	E	231,310, Knight-Ridder

PHOENIX

Market # 25; ADI # 31
Revenue Rank # 21
Income Rank # 62
APR 16.3
SMSA Pop: 1,535,000
CSI: 12.0 Bil (# 26)

Revenue : $24,510,527
Income : $ 442,953
% Rev Gain: +20.0
Stations: 29/31
Diaries: 1440/1066:1
CSI HH: 21.3 M (# 152)
Standard Error: .507

National Rev: $8,271,361
Nat Rev per Cap: $5.39
Tot Rev per Cap: $15.97
Tot Inc per Cap: $ .29
Profit Margin: 1.8%
Retail $: 6.7 Bil (# 26)
Retail Sales %: .281

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KDKB-F	184/8.5	6.5	6.2	6.4	4.2	1. KDKB-F	206	1. KDKB-F	2710/17.3
2. KTAR	177/8.2	9.2	6.4	8.4	6.5	2. KNIX-F	189	2. KNIX-F	2577/16.9
3. KMEO-F	167/7.7	9.0	8.8	6.7	7.6	3. KTAR	186	3. KTAR	2537/17.6
KNIX-F	167/7.7	7.5	9.1	9.2	7.7	4. KMEO-F	184	4. KZZP-F+	2363/15.9
5. KQYT-F	144/6.7	6.8	7.5	7.8	10.6	5. KQYT-F	168	5. KOY	2285/15.2
6. KOY	120/5.5	6.4	8.4	8.2	8.1	6. KOPA-F	134	6. KMEO-F	2208/14.8
7. KOPA-F	116/5.4	5.9	5.8	7.6	4.3	KOT	134	7. KOPA-F	2157/13.7
KZZP-F··	116/5.4	6.8	3.9	2.9	2.1	8. KUPD-F	129	8. KQYT-F	2078/13.7
9. KUPD-F	112/5.2	4.4	5.2	4.2	4.7	KZZP-F+	129	9. KUPD-F	1876/12.0
10. KUKQ	99/4.6	3.0	2.1	2.3	3.1	10. KOOL-F	118	10. KOOL-F	1539/ 9.5
11. KOOL-F	91/4.2	4.2	4.4	4.3	5.9	11. KUKQ	107	11. KBBC-F	1243/ 8.2
12. KBBC-F	66/3.0	3.3	3.4	2.4	3.5	12. KBBC-F	74	12. KJJJ	1169/ 7.5
13. KPHX	63/2.9	2.7	2.4	1.5	1.1	13. KNIX	71	13. KNIX	1118/ 6.0
14. KJJJ-F	62/2.9	1.0	1.1	.5	3.5	14. KJJJ-F	67	14. KUKQ	1100/ 7.6
15. KJJJ	56/2.6	2.0	3.1	4.3	5.4	15. KPHX	65	15. KJJJ-F	1079/ 6.9

12+ FM SHARE (METRO): 61.86% (1296 of 2095) (O/N 80: 59.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDKB-F	1. KDKB-F	1. KDKB-F	1. KNIX-F	1. KMEO-F	1. KTAR
2. KUKQ	2. KZZP-F+	2. KNIX-F	2. KOY	2. KTAR	2. KOY
KUPD-F	3. KUPD-F	3. KZZP-F+	3. KTAR	3. KNIX-F	3. KZZP-F+
4. KOPA-F	4. KOPA-F	4. KOY	4. KDKB-F	4. KOY	4. KNIX-F
5. KNIX-F	5. KOOL-F	5. KOOL-F	5. KQYT-F	5. KQYT-F	5. KDKB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (1)	611 (6)	632 (7)	30.2
COUNTRY	140 (3)	229 (2)	369 (5)	17.6
BTFL MUSIC	22 (1)	311 (2)	333 (3)	15.9
MOR/AC	120 (1)	91 (1)	211 (2)	10.1
NEWS/TALK	177 (1)		177 (1)	8.4
BLACK/DANCE	113 (2)		113 (2)	5.4
SPANISH	109 (2)		109 (2)	5.2
BIG BAND	52 (1)	17 (1)	69 (2)	3.3
RELIGION	45 (4)		45 (4)	2.1
CLASSICAL		37 (1)	37 (1)	1.8
			2095 (29)	

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KDKB-F	1. KDKB-F	1. KTAR
2. KNIX-F	2. KNIX-F	2. KUKQ
3. KTAR	3. KTAR	3. KOY
4. KMEO-F	4. KZZP-F+	4. KNIX-F
5. KQYT-F	5. KOY	5. KMEO-F
6. KOY	6. KMEO-F	6. KDKB-F
7. KOPA-F	7. KOPA-F	7. KOPA-F
8. KZZP-F+	8. KQYT-F	8. KPHX
KUPD-F	9. KUPD-F	9. KOOL-F
10. KOOL-F	10. KOOL-F	10. KQYT-F
11. KUKQ	11. KBBC-F	
12. KBBC-F	12. KJJJ	
13. KNIX	13. KUKQ	
14. KJJJ-F	14. KJJJ-F	
15. KPHX	15. KNIX	

OTHER RATED STATIONS/METRO SHARE		
KARZ	960	2.1
KFLR	1230	.8
KHEP	1280	.3
KHEP-F	101.5	1.7
KIFN	860	2.1
KLFF	1360	2.4
KMEO	740	1.0
KNIX	1580	1.8
KRDS	1190	.6
KWAO-F	106.3	.8
KXAM	1440	.6
KXEG	1010	.4
KSTM-F	107.1 Apache Junction	1.8

ADI FM SHARE: 60.73% (1522 of 2506) (O/N 80: 58.11%)

AM STATIONS

KARZ	960	5 KW (DA-N)	COUNTRY	CBS	$ 34.00	(Katz)	Stauffer
KJJJ	910	5 KW (DA-N)	COUNTRY	ABC-E	$ 36.20*	(----)	Wolpin
KNIX	1580	50 KW/10 KW (DA-N)	COUNTRY		$? ?	(Christal)	Buck Owens
KOY	550	5 KW/1 KW	AC		$129.50*	(Eastman)	Harte-Hamks
KPHX	1480	1 KW (DAYS)	SPANISH		$ 28.00	(PRO)	
KTAR	620	5 KW (DA-N)	NEWS	MBS,ABC-I	$ 70.00*	(CBS Spot)	Pulitzer
KUKQ	1060	5 KW/500 W (DA-N)	BLACK		$ 40.25	(Masla)	

FM STATIONS

KBBC-F	98.7	115 KW @ 1680	SOFT ROCK	RKO	$ 63.75	(CBS Spot)	Pulitzer
KDKB-F	93.3	100 KW @ 1550	AOR	Source	$ 80.00*	(Blair)	Sandusky News
KJJJ-F	92.3	100 KW @ 880	COUNTRY	ABC-C	$ 36.20*	(----)	Wolpin
KMEO-F	96.9	100 KW @ 1556	BTFL MUS (Bonne)		$ 46.55	(Mc-Guild)	Scripps-How
KNIX-F	102.5	100 KW @ 1610	COUNTRY		$ 80.00*	(Christal)	Buck Owens
KOOL-F	94.5	100 KW @ 1620	OLDIES/AC		$ 71.25	(Katz)	
KOPA-F	100.7	100 KW @ 1847	ROCK		$ 50.00*	(Torbet)	First Media
KQYT-F	95.5	100 KW @ 1550	BTFL MUS (Churchill)		$ 97.13*	(Eastman)	Harte-Hanks
KUPD-F	97.9	100 KW @ 1620	ROCK		$ 48.88	(Masla)	
KZZP-F+	104.7	100 KW @ 1550	ROCK		$ 50.00*	(Mc-Guild)	Western Cities

TV STATIONS

KOOL	Phoenix	10	CBS, Gulf United
KPHO	Phoenix	5	IND
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	260,090
Phoenix Gazette	E	112,781

B-126

PITTSBURGH

Market # 13; ADI # 11
Revenue Rank # 18
Income Rank # 148
APR 17.0
SMSA Pop: 2,286,100
CSI: 18.2 Bil (# 16)

Revenue : $27,485,386
Income : $ 106,286
% Rev Gain: +7.7
Stations: 28/38
Diaries: 1692/1351:1
CSI HH: 22.1 M (# 114)
Standard Error: .471

National Rev: $9,746,785
Nat Rev per Cap: $4.26
Tot Rev per Cap: $12.02
Tot Inc per Cap: $.05
Profit Margin: 0.4%
Retail $: 9.5 Bil (# 15)
Retail Sales %: .227

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KDKA	644/19.8	22.3	22.2	25.3	22.2
2. WTAE	266/ 8.2	6.6	6.6	6.6	6.7
3. WDVE-F	197/ 6.1	7.9	6.4	5.4	7.5
4. WJAS	178/ 5.5	1.6	2.0	2.7	2.5
5. WSHH-F	172/ 5.3	7.0	7.2	7.3	6.8
6. WAMO-F	166/ 5.1	5.8	3.7	4.6	5.3
7. WWSW-F	158/ 4.9	3.9	2.7	3.3	2.3
8. WEEP	152/ 4.7	4.2	6.1	3.6	3.4
9. WXKX-F	150/ 4.6	6.1	6.8	5.2	5.6
10. WYDD-F	128/ 3.9	2.2	1.0	2.2	1.7
11. WBZZ-F	123/ 3.8	1.7	2.2	3.5	4.0
12. KQV	109/ 3.4	3.3	4.1	4.4	3.8
13. WPNT-F	99/ 3.0	3.8	2.7	3.4	3.5
14. WFFM-F	83/ 2.6	2.7	2.8	3.6	3.9
15. WDSY-F	72/ 2.2	2.5	3.4	3.1	2.4

12+ TSA 1/4	
1. KDKA	858
2. WDVE-F	323
3. WTAE	285
4. WSHH-F	231
5. WXKX-F	224
6. WEEP	222
7. WWSW-F	199
WYDD-F	199
9. WJAS	179
WAMO-F	179
11. WPNT-F	176
12. WBZZ-F	159
13. WDSY-F	112
14. WQV	111
15. WFFM-F	95

12+ TSA CUME/MSA CUME RAT	
1. KDKA	11798/42.2
2. WTAE	5007/23.7
3. WDVE-F	4788/15.7
4. WXKX-F	4220/15.5
5. WSHH-F	3416/14.8
6. WYDD-F	3329/11.8
7. WWSW-F	3168/12.3
8. WBZZ-F	2922/11.7
9. WJAS	2412/12.2
10. WPNT-F	2395/ 8.2
11. KQV	2156/11.1
12. WAMO-F	2139/ 9.6
13. WEEP	1887/ 6.3
14. WWSW	1708/ 8.6
15. WFFM-F	1650/ 7.1

12+ FM SHARE (METRO): 48.09% (1449 of 3013) (O/N 80: 45.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBZZ-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WTAE	2. WTAE	2. WTAE	2. WJAS	2. WTAE
WYDD-F	3. WAMO-F	3. WDVE-F	3. WWSW-F	3. WTAE	3. WDVE-F
4. WXKX-F	4. WWSW-F	4. WWSW-F	4. WEEP	4. WEEP	4. WWSW-F+
5. WAMO-F	5. WXKX-F	5. WAMO-F	5. WJAS	5. WSHH-F	WXKX-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1042 (6)		1042 (6)	34.6
ROCK/AOR/CONTEMP		865 (8)	865 (8)	28.7
COUNTRY	194 (2)	101 (3)	295 (5)	9.8
BTFL MUSIC		271 (2)	271 (2)	9.0
BIG BAND	178 (1)	21 (1)	199 (2)	6.6
BLACK/URBAN	11 (1)	166 (1)	177 (2)	5.9
NEWS/TALK	109 (1)		109 (1)	3.6
RELIGION	30 (1)	25 (1)	55 (2)	1.8
			3013 (28)	

PITTSBURGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KDKA	1. KDKA	1. KDKA
2. WTAE	2. WTAE	2. WAMO-F
3. WDVE-F	3. WDVE-F	3. WTAE
4. WSHH-F	4. WXKX-F	4. WXKX-F
5. WXKX-F	5. WSHH-F	5. WJAS
6. WEEP	6. WWSW-F	6. WSHH-F
7. WWSW-F	7. WYDD-F	7. KQV
8. WYDD-F	8. WBZZ-F	8. WYDD-F
9. WAMO-F	9. WJAS	9. WDVE-F
WJAS	10. KQV	10. WWSW-F
11. WPNT-F	11. WAMO-F	
12. WBZZ-F	WPNT-F	
13. KQV	13. WEEP	
14. WDSY-F	14. WWSW	
15. WFFM-F	15. WFFM-F	

OTHER RATED STATIONS/METRO SHARE			
WAMO	860		.3
WBVP	1230	Beaver Falls	.9
WHJB	620	Greensburg	.8
WIXZ	1360	McKeesport	1.3
WKPA	1150	New Kensington	.6
WNUF-F	100.7	New Kensington	.6
WOKU-F	101.7	Greensburg	.4
WPIT	730		.9
WPIT-F	101.5		.8
WWKS-F	106.7	Beaver Falls	.4
WWSW	970		1.9
WELA-F	104.3	E. Liverpool,OH	.5
WRKY-F	103.5	Steubenville	.4

ADI FM SHARE: 49.76% (2152 of 4325) (O/N 80: 46.51%)

AM STATIONS

KDKA	1020	50 KW		MOR	NBC	$200.00*	(RAR)	Westinghouse
KQV	1410	5 KW	(DA-2)	NEWS/TALK	CBS,MBS	$ 45.00*	(Eastman)	Taft
WEEP	1080	50 KW	(DAYS,DA)	COUNTRY	ABC-I	$ 71.67	(MMR)	Entercom
WJAS	1320	5 KW	(DA-N)	BIG BAND/NOST (Al Ham)		$ 34.50	(HNW)	BENI
WTAE	1250	5 KW	(DA-N)	AC	ABC-E	$ 90.00	(Katz)	Hearst
WWSW	970	5 KW	(DA-2)	MOR	ABC-C	$ 30.00*	(Mc-Guild)	Block

FM STATIONS

WAMO-F	105.9	72 KW @ 440	BLACK	SBN,NBN	$ 52.50	(----)	Sheridan
WBZZ-F	93.7	41 KW @ 547	ROCK (Burk-Abr)		$ 50.00*	(Torbet)	EZ
WDSY-F	107.9	50 KW @ 500	COUNTRY	ABC-I	$ 67.50	(MMR)	Entercom
WDVE-F	102.5	55 KW @ 820	AOR (Burk-Abr)	Source	$ 80.00*	(Eastman)	Taft
WFFM-F	96.9	60 KW @ 520	AC	RKO	$ 60.50	(HNW)	
WPNT-F	92.9	47 KW @ 890	BTFL MUS (Bonne)		$ 47.50	(RAR)	Westinghouse
WSHH-F	99.7	11 KW @ 920	BTFL MUS (Schulke)		$ 59.50	(Blair)	Nationwide
WWSW-F	94.5	50 KW @ 810	CONTEMP		$ 72.00	(Mc-Guild)	Block
WXKX-F	96.1	50 KW @ 500	ROCK	ABC-F	$ 70.00	(Katz)	Hearst
WYDD-F	104.7	50 KW @ 500	AOR		$ 39.50	(Masla)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPCB	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	177,941, Scripps-Howard
Pittsburgh Post-Gazette	E	258,953, Block

PORTLAND, OR

Market # 33; ADI # 24
Revenue Rank # 24
Income Rank # 56
APR 15.9
SMSA Pop: 1,237,200
CSI: 10.5 Bil (# 31)

Revenue : $21,900,747
Income : $ 474,536
% Rev Gain: +36.0
Stations: 24/25
Diaries: 1295/955:1
CSI HH: 22.6 M (# 94)
Standard Error: .526

National Rev: $8,492,360
Nat Rev per Cap: $6.86
Tot Rev per Cap: $17.70
Tot Inc per Cap: $ .38
Profit Margin: 2.2%
Retail $: 5.7 Bil (# 32)
Retail Sales %: .296

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KGON-F	189/11.1	9.4	10.2	7.9	8.5
2. KGW	152/ 9.0	9.1	9.1	11.1	11.9
3. KINK-F	142/ 8.4	5.3	4.5	4.4	5.9
4. KEX	131/ 7.7	7.9	9.3	7.3	9.1
5. KUPL-F	123/ 7.3	6.9	6.7	7.1	7.2
6. KWJJ	107/ 6.3	4.5	5.1	5.6	5.5
7. KXL-F	94/ 5.5	6.8	6.7	8.1	5.3
8. KCNR-F	83/ 4.9	3.2	2.5	2.1	3.9
9. KXL	79/ 4.7	3.2	5.5	4.5	4.9
10. KUPL	60/ 3.5	2.9	3.1	3.0	2.0
11. KJIB-F	54/ 3.2	2.2	2.8	2.1	3.1
12. KYXI	53/ 3.1	5.1	4.9	3.7	3.3

12+ TSA 1/4	
1. KGON-F	271
2. KGW	232
3 KINK-F	195
4. KUPL-F	180
5. KEX	160
6. KWJJ	141
7. KXL-F	120
8. KLLB-F	114
9. KXL	112
10. KCNR-F	101
11. KJIB-F	76
KUPL	76

12+ TSA CUME/MSA CUME RAT	
1. KGW	4387/28.3
2. KEX	3057/21.6
3. KGON-F	2802/17.8
4. KUPL-F	2287/15.4
5. KINK-F	2252/15.5
6. KCNR-F	1979/12.9
7. KXL	1976/12.8
8. KWJJ	1933/13.5
9. KXL-F	1804/12.1
10. KLLB-F	1610/ 9.6
11. KYXI	1566/12.2
12. KYTE	1151/ 7.6

12+ FM SHARE (METRO): 53.53% (849 of 1586) (O/N 80: 46.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KINK-F	1. KINK-F	1. KINK-F	1. KEX	1. KGW
2. KGW	2. KGON-F	2. KGW	2. KGW	2. KWJJ	2. KXL
3. KCNR-F	3. KGW	3. KGON-F	3. KEX	3. KUPL-F	KGON-F
	4. KCNR-F	4. KEX	4. KWJJ	4. KXL-F	4. KEX
	5. KLLB-F	5. KCNR-F	5. KXL-F	5. KGW	5. KINK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	187 (3)	519 (6)	706 (9)	44.5
BTFL MUSIC		217 (2)	217 (2)	13.7
COUNTRY	152 (2)	54 (1)	206 (3)	13.0
NEWS/TALK	185 (4)		185 (4)	11.7
MOR/AC	131 (1)	38 (1)	169 (2)	10.7
BIG BAND/NOST	60 (1)		60 (1)	3.8
UNKNOWN	11 (1)	21 (1)	32 (2)	2.0
RELIGION	11 (1)		11 (1)	0.7
			1586 (24)	

PORTLAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KGON-F	1. KGW	1. KGON-F
2. KGW	2. KEX	2. KGW
3. KINK-F	3. KGON-F	3. KEX
4. KUPL-F	4. KUPL-F	4. KWJJ
5. KEX	5. KINK-F	5. KINK-F
6. KWJJ	6. KCNR-F	6. KUPL-F
7. KXL-F	7. KXL	7. KYXI
8. KLLB-F	8. KWJJ	8. KYTE
9. KXL	9. KXL-F	9. KCNR-F
10. KCNR-F	10. KLLB-F	10. KXL
11. KJIB-F	11. KYXI	
KUPL	12. KYTE	
13. KYTE	13. KJIB-F	
14. KYXI	14. KMJK-F	
15. KQFM-F	15. KQFM-F	

OTHER RATED STATIONS/METRO SHARE

KAAR	1480	Vancouver	.4
KKEY	1150		2.8
KKSN	910	Vancouver	.6
KLIQ	1290		.4
KLLB-F	101.1		3.1
KMJK-F	106.7	Lake Oswego	2.7
KPAM	1410		1.7
KPDQ	800		.6
KPDQ-F	93.7		1.2
KQFM-F	100.3		2.2
KYTE	970		2.7
KSKD-F	105.1	Salem	.5

ADI FM SHARE: 53.28% (1276 of 2395) (O/N 80: 47.71%)

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR/TALK	ABC-I	$ 65.00*	(MMR)	Golden West
KGW	620	5 KW (DA-N)	CONTEMP		$140.00*	(Blair)	King
KUPL	1330	5 KW (DA-2)	BIG BAND/NOST (Al Ham)	MBS	$ 40.00*	(Torbet)	Scripps-How
KWJJ	1080	50 KW/10 KW (DA-2)	COUNTRY	ABC-E	$ 79.88	(Katz_	Park
KXL	750	50 KW/10 KW (DA-N)	NEWS/TALK	MBS	$ 58.50	(Mc-Guild)	Kaye-Smith
KYTE	970	5 KW (DA-N)	COUNTRY		$ 46.00	(Selcom)	Gaylord
KYXI	1520	50 KW/10 KW (DA-1)	NEWS	CBS	$ 38.88	(HNW)	Des Moines Reg

FM STATIONS

KCNR-F	97.1	100 KW @ 1200	CONTEMP	ABC-C	$ 43.50	(Christal)	Duffy
KGON-F	92.3	100 KW @ 920	AOR (Burk-Abr)		$ 70.00*	(HNW)	Des Moines Reg
KINK-F	101.9	100 KW @ 1611	AOR		$ 60.00*	(Blair)	King
KJIB-F	99.5	100 KW @ 920	COUNTRY		$ 44.35	(Katz)	Park
KLLB-F	101.1	100 KW @ 1640	AC		$ 46.00*	(Selcom)	Gaylord
KMJK-F	106.7	94 KW @ 880	CONTEMP		$ 38.00	(Eastman)	Harte-Hanks
KQFM-F	100.3	100 KW @ 920	OLDIES/AC	RKO	$ 35.00	(MMR)	Golden West
KUPL-F	98.5	100 KW @ 1100	BTFL MUS (Bonne)		$ 72.00	(Torbet)	Scripps-How
KXL-F	95.5	100 KW @ 920	BTFL MUS (Schulke)		$ 58.50	(Mc-Guild)	Kaye-Smith

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian	M	253,793	Newhouse
Portland Oregon Journal	E	111,728	Newhouse
Oregon Statesman (Salem)	M	48,876	Gannett
Salem Capital Journal	E	16,678	Gannett

PROVIDENCE

Market # 45; ADI # 33	Revenue : $ 9,753,567	National Rev: $ 3,828,992
Revenue Rank # 57	Income : $ 472,458	Nat Rev per Cap: $ 4.44
Income Rank # 57	% Rev Gain: 8.7	Tot Rev per Cap: $ 11.31
APR 18.2	Stations: 39/20	Tot Inc per Cap: $ .55
SMSA Pop: 862,200	Diaries: 1803/478:1	Profit Margin: 4.8%
CSI: 6.7 Bil (# 45)	CSI HH: 21.3 M (# 153)	Retail $: 2.9 Bil (# 58)
	Standard Error: .498	Retail Sales %: .240

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WLKW-F	262/11.9	10.0	12.8	10.8	12.4
2. WHJY-F	194/ 8.8	3.7	5.6	5.1	6.0
3. WPRO-F	189/ 8.6	10.5	8.3	7.1	8.6
WPRO	189/ 8.6	8.4	8.3	5.8	7.7
5. WPJB-F	131/ 5.9	6.1	7.7	9.4	7.2
6. WLKW	114/ 5.2	4.6	4.7	2.3	2.4
7. WEAN	95/ 4.3	5.2	5.5	5.7	4.9
8. WSNE-F	77/ 3.5	3.3	.8	.5	.3
9. WHIM	74/ 3.4	2.5	2.2	4.4	3.0
10. WHJJ	70/ 3.2	4.4	2.6	4.7	3.9

12+ TSA 1/4	
1. WLKW-F	285
2. WHJY-F	211
3. WPRO-F	199
4. WPRO	193
5. WPJB-F	149
6. WLKW	114
7. WCOZ-F	106
8. WEAN	98
9. WSNE-F	92
10. WMYS-F	88

12+ TSA CUME/MSA CUME RAT	
1. WPRO-F	3517/26.2
2. WPRO	3300/26.4
3. WHJY-F	2832/19.8
4. WLKW-F	2767/21.5
5. WPJB-F	2616/17.7
6. WEAN	1731/13.9
7. WCOZ-F	1661/ 8.1
8. WSNE-F	1610/12.0
9. WHJJ	1535/12.3
10. WBZ	1313/ 5.9

12+ FM SHARE (METRO): 56.50% (1160 of 2053) (FAL 80: 57.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WPRO	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPRO-F	2. WPRO	2. WLKW-F	2. WPRO	2. WLKW-F
3. WPJB-F	3. WPRO	WPRO-F	3. WPRO-F	3. WLKW	3. WPRO-F
4. WCOZ-F	4. WPJB-F	4. WPJB-F	4. WHIM	4. WHIM	4. WEAN
5. WAAF-F	5. WSNE-F	5. WSNE-F	WPJB-F	5. WEAN	5. WHJY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	765 (11)	773 (12)	37.7
MOR/AC	503 (11)	95 (2)	598 (13)	29.1
BTFL MUSIC		280 (3)	280 (3)	13.6
NEWS/TALK	195 (5)		195 (5)	9.5
BIG BAND	115 (2)	13 (1)	128 (3)	6.2
COUNTRY	74 (1)		74 (1)	3.6
RELIGION	8 (1)		8 (1)	0.4
CLASSICAL		7 (1)	7 (1)	0.3
			2053 (39)	

B-131

PROVIDENCE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WLKW-F	1. WPRO	1. WLKW-F
2. WHJY-F	2. WPRO-F	2. WPRO
3. WPRO-F	3. WLKW-F	3. WHJY-F
4. WPRO	4. WHJY-F	4. WPRO-F
5. WPJB-F	5. WPJB-F	5. WEAN
6. WLKW	6. WEAN	6. WBSM
7. WEAN	7. WHJJ	7. WPJB-F
8. WSNE-F	8. WSNE-F	8. WLKW
9. WHIM	9. WLKW	9. WWON
10. WHJJ	10. WCOZ-F	10. WHJJ
11. WSAR	11. WMYS-F	
12. WMYS-F	12. WAAF-F	
13. WXKS-F	13. WBZ	
14. WBZ	14. WGNG	
WCOZ-F	15. WSAR	

ADI FM SHARE: 56.92% (1221 of 2145) (FAL 80: 57.24%)

OTHER RATED STATIONS/METRO SHARE			
WADK	1540	Newport	1.1
WALE	1400	Fall River	1.0
WARA	1320	Attleboro	.9
WBRU-F	95.5		.9
WBSM	1420	New Bedford	3.0
WGNG	550	Pawtucket	1.0
WICE	1290		.4
WKRI	1450	West Warwick	.8
WMYS-F	98.1	New Bedford	2.5
WNBH	1340	New Bedford	.6
WPEP	1570	Taunton	.9
WSAR	1480	Fall River	2.5
WWON	1240	Woonsocket	.9
WAAF-F	107.3	Worcester	1.4
WBCN-F	104.1	Boston	.8
WBZ	1030	Boston	2.0
WCOZ-F	94.5	Boston	2.0
WCRB-F	102.5	Boston	.3
WEEI-F	103.3	Boston	1.1
WHDH	850	Boston	.7
WHUE-F	100.7	Boston	.3
WJIB-F	96.9	Boston	.5
WNBC	660	New York	.4
WPLM-F+	99.1	Plymouth	.6
WRKO	680	Boston	.4
WROR-F	98.5	Boston	.8
WVBF-F	105.7	Boston	.6
WXKS-F	107.9	Boston	2.1

AM STATIONS

WEAN, 790, 5 KW (DA-2), NEWS CBS, $80.00 (Mc-Guild) Prov Journal
WHIM, 1110, 5 KW (DAYS), COUNTRY MBS, $55.00* (Christal)
WHJJ, 920, 5 KW (DA-N), MOR ABC-E, $51.25* (Katz)
WLKW, 990, 50 KW (DAYS,DA), BIG BAND/NOST (Al Ham) ABC-I, $35.00 (Torbet) McCormick
WPRO, 630, 5 KW (DA-N), AC , $98.75 (Blair) Cap Cities
WSAR, 1480, 5 KW (DA-2), TALK/NEWS CBS, $? ? (MMR) Knight (FALL RIVER)

FM STATIONS

WHJY-F, 94.1, 50 KW @ 434, AOR , $51.25* (Katz)
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS (Carson) , $85.00 (Torbet) McCormick
WMYS-F, 98.1, 50 KW @ 589, CONTEMP/AC (Drake-Chen) , $18.70 (Christal) (NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK , $80.00 (Mc-Guild) Prov Journal

WPRO-F, 102.3, 50 KW @ 50, ROCK , $98.75 (Blair) Cap Cities
WSNE-F, 93.3, 50 KW @ 619, AC NBC, $35.75 (Eastman) Outlet

WAAF-F - See Worcester Other Stations - See Boston

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WLNE	New Bedford	6	CBS, Pulitzer

NEWSPAPER

Providence Bulletin, Journal M - 75,435 E - 141,759

RALEIGH

Market # 78; ADI # 41
Revenue Rank # 47
Income Rank # 23
APR 15.6
SMSA Pop: 532,800
CSI: 4.2 Bil (# 75)

Revenue : $11,286,507
Income : $ 1,220,762
% Rev Gain: +43.3
Stations: 16/20
Diaries: 795/670:1
CSI HH: 22.3 M (# 104)
Standard Error: .722

National Rev: $2,820,536
Nat Rev per Cap: $5.29
Tot Rev per Cap: $21.18
Tot Inc per Cap: $2.29
Profit Margin: 10.8%
Retail $: 2.3 Bil (# 78)
Retail Sales %: .411

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WPTF	106/14.7	11.4	14.4	14.6	15.1
2. WRAL-F	104/14.4	15.6	13.3	12.5	11.3
3. WYYD-F	83/11.5	10.2	7.0	9.0	10.3
4. WQDR-F	57/ 7.9	8.2	11.1	9.3	10.8
5. WKIX	53/ 4.7	4.9	6.6	7.4	7.4
6. WDUR	43/ 6.0	7.6	5.7	7.3	4.3
7. WSRC	36/ 5.0	6.7	4.7	9.2	3.1
8. WTIK	26/ 3.6	1.7	5.0	1.2	2.8
9. WLLE	25/ 3.5	6.1	8.3	---	6.4
10. WDNC	21/ 2.9	2.1	4.0	2.8	4.6

12+ TSA 1/4	
1. WRAL-F	436
2. WPTF	197
3. WYYD-F	161
4. WQDR-F	130
5. WKIX	68
6. WDUR	51
7. WQMG-F	49
8. WSRC	36
9. WPCM-F	34
10. WDCG-F	30

12+ TSA CUME/MSA CUME RAT	
1. WRAL-F	5387/32.3
2. WPTF	2482/30.5
3. WQDR-F	2116/18.9
4. WYYD-F	1905/19.6
5. WKIX	1285/20.2
6. WDCG	592/ 9.1
7. WDNC	534/ 9.9
8. WDUR	432/ 7.9
9. WLLE	423/ 8.4
10. WCHL	370/ 6.9

12+ FM SHARE (METRO): 46.35% (286 of 617) (O/N 80: 40.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WRAL-F
2. WQDR-F	2. WQDR-F	2. WQDR-F	2. WPTF	2. WYYD-F	2. WPTF
3. WLLE	3. WYYD-F	3. WKIX	WKIX	3. WRAL-F	3. WYYD-F
4. WKIX	WDUR	4. WYYD-F	4. WYYD-F	4. WKIX	4. WQDR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (1)	179 (3)	232 (4)	37.6
MOR/AC	141 (3)		141 (3)	22.9
BLACK	104 (3)	5 (1)	109 (4)	17.7
BTFL MUSIC		83 (1)	83 (1)	13.4
COUNTRY	26 (1)	12 (1)	38 (2)	6.2
RELIGION	7 (1)		7 (1)	1.1
CLASSICAL		7 (1)	7 (1)	1.1
			617 (16)	

RALEIGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRAL-F	1. WRAL-F	1. WPTF
2. WPTF	2. WPTF	2. WRAL-F
3. WYYD-F	3. WQDR-F	3. WKIX
4. WQDR-F	4. WYYD-F	WYYD-F
5. WQSM-F	5. WQSM-F	5. WQDR-F
6. WKIX	6. WKIX	6. WDUR
7. WFNC	7. WFNC	7. WLLE
8. WDUR	8. WDCG-F	8. WTIK
9. WSRC	9. WDNC	9. WSRC
WRSV-F	10. WITN-F	WCHL
11. WFAI	11. WFAI	
12. WDCG-F	12. WDUR	
13. WLLE	13. WLLE	
WTIK	14. WFLB	
15. WAKS-F	15. WRSV-F	

OTHER RATED STATIONS/METRO SHARE			
WCHL	1360	Chapel Hill	1.9
WDBS-F	107.1	Durham	1.0
WDCG-F	105.1	Durham	2.5
WPJL	1240		1.0
WPCM-F	101.1	Burlington	1.7
WQMG-F	97.1	Greensboro	.7

ADI FM SHARE: 60.57% (1046 of 1727) (O/N 80: 52.30%)

AM STATIONS

WCHL,	1360,	5 KW/1 KW (DA-1),	CONTEMP/AC	MBS,	$17.00	(Southern)		(CHAPEL HILL)
WDNC,	620,	5 KW/1 KW (DA-2),	MOR	CBS,	$21.00	(Torbet)		
WDUR,	1490,	1 KW/250 W	, BLACK (Drake-Chen)	ABC-C,	$17.00	(Selcom)		
WKIX,	850,	10 KW/5 KW (DA-N),	CONTEMP/AC	RKO,	$35.50*	(Blair)	Mann Media	
WLLE,	570,	500 W (DAYS)	, BLACK	SBN,	$16.75	(Lazar)		
WPTF,	680,	50 KW (DA-N)	, MOR	NBC,ABC-E,	$54.50*	(Mc-Guild)	Durham Life	
WSRC,	1410,	5 KW (DAYS,DA)	, BLACK	NBN,	$17.00	(Howard)		
WTIK,	1310,	5 KW/1 KW (DA-2),	COUNTRY	MBS,	$17.75	(----)		
WFAI,	1230,	1 KW/250 W	, COUNTRY	,	$11.50	(Howard)	Beasley	(FAYETTEVILLE)
WFLB,	1490,	1 KW/250 W	, CONTEMP	ABC-C,	$11.00	(Masla)		(FAYETTEVILLE)

FM STATIONS

WDCG-F,	105.1,	36 KW @ 330,	ROCK	ABC-I,	$28.00*	(Torbet)		
WQDR-F,	94.7,	100 KW @ 1025,	AOR (Burk-Abr)	RKO,ABC-F,	$45.00*	(Mc-Guild)	Durham Life	
WRAL-F,	101.5,	100 KW @ 1900,	CONTEMP (Drake-Chen)	,	$80.00	(Katz)	Capitol	
WYYD-F,	96.1,	98 KW @ 992,	BTFL MUS	,	$45.75*	(Blair)	Mann Media	
WPCM-F,	101.1,	100 KW @ 511,	COUNTRY	,	$28.00	(Masla)	Rau	(BURLINGTON)
WAKS-F,	103.9,	3.5 KW @ ? ?,	COUNTRY (?)	MBS,	$? ?	(----)		(FUQUAY)
WRSV-F,	92.1,	1.7 KW @ 380,	BLACK	SBN,	$ 3.00	(Southern)		(ROCKY MOUNT)
WQSM-F,	98.1,	100 KW @ 500,	ROCK (TM)	,	$35.35	(Eastman)	Cape Fear	(FAYETTEVILLE)
WITN-F,	93.3,	100 KW @ 1900,	CONTEMP	ABC-F,	$39.00	(Katz)		(WASHINGTON)

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	131,921
Raleigh Times	E	35,194
Fayetteville Times	M	22,663
Fayetteville Observer	E	42,116
Durham Herald	M	41,886
Durham Sun	E	22,068

READING

Market # 123
Revenue Rank # 159
Income Rank # 261
APR 16.9
SMSA Pop: 311,700
CSI: 2.6 Bil (# 114)

Revenue : $ 3,076,747
Income : $ -75,338
% Rev Change: 5.6
Stations: 33/5
Diaries: 752/414:1
CSI HH: 21.7 M (# 134)
Standard Error: .702

National Rev: $ 294,144
Nat Rev per Cap: $ .94
Tot Rev per Cap: $ 9.87
Tot Inc per Cap: $ -.24
Profit Margin: —
Retail $: 1.3 Bil (# 127)
Retail Sales %: .222

12+ METRO	1/4/SHARE	SPG 81	A/M 80
1. WHUM	62/13.6	8.6	8.7
2. WEEU	56/12.3	18.0	15.0
3. WRFY-F	42/ 9.2	10.9	11.6
4. WIFI-F	41/ 9.0	6.9	5.4
5. WRAW	22/ 4.8	5.4	6.7
6. WYSP-F	21/ 4.6	6.9	6.0
7. WWSH-F	18/ 3.9	4.9	6.3
WXKW-F	18/ 3.9	3.6	3.8
WMMR-F	18/ 3.9	2.8	2.0
10. WEAZ-F	16/ 3.5	3.9	2.9

NOTE: The Reading TSA and Metro are the same.

12+ CUME/MSA CUME RAT	
1. WEEU	809/30.0
2. WHUM	693/25.7
3. WRFY-F	583/21.6
4. WIFI-F	562/20.9
5. WRAW	499/18.5
6. KYW	410/15.2
7. WYSP-F	323/12.0
8. WMMR-F	279/10.4
9. WWSH-F	260/ 9.7
10. WEAZ-F	190/ 7.1

12+ FM SHARE (METRO): 62.56% (269 of 430) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WIFI-F	1. WIFI-F	1. WHUM	1. WHUM	1. WHUM
2. WYSP-F	2. WMMR-F	2. WRFY-F	2. WRFY-F	2. WEEU	2. WEEU
	WYSP-F	WHUM	3. WEEU	3. WRFY-F	3. WRFY-F

OTHER RATED STATIONS/METRO SHARE

WBYO-F	107.5	Boyertown	1.5
KYW	1060	Philadelphia	2.6
WAEB	790	Allentown	.4
WCAU-F	98.1	Philadelphia	.7
WDAC-F	94.5	Lancaster	.9
WFIL	560	Philadelphia	.7
WFLN-F	95.7	Philadelphia	1.3
WFMZ-F	100.7	Allentown	.9
WHP-F	97.3	Harrisburg	.9
WIOQ-F	102.1	Philadelphia	.9
WIOV-F	105.1	Ephrata	1.3
WJBR-F	99.5	Wilmington	1.3
WLAN-F	96.9	Lancaster	.9
WLEV-F	96.1	Easton	.4
WMGK-F	102.9	Philadelphia	1.8
WNCE-F	101.3	Lancaster	.9
WPAZ	1370	Pottstown	.9
WQQQ-F	99.9	Easton	.4
WSNI-F	104.5	Philadelphia	1.1
WUFM-F	100.1	Lebanon	.9
WUSL-F	98.9	Philadelphia	1.5
WWDB-F	96.5	Philadelphia	2.6
WZZO-F	95.1	Bethlehem	.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (2)	142 (10)	166 (12)	38.6
COUNTRY	65 (3)	31 (3)	96 (6)	22.2
MOR/AC	60 (2)	13 (2)	73 (4)	17.0
BTFL MUSIC		54 (7)	54 (7)	12.6
NEWS/TALK	12 (1)	12 (1)	24 (2)	5.6
RELIGION		11 (2)	11 (2)	2.6
CLASSICAL		6 (1)	6 (1)	1.4
			430 (34)	

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR — ABC-E, $25.75 (Mc-Guild)
WHUM, 1240, 1 KW/250 W , COUNTRY — NBC, $24.25 (Torbet) Brill
WRAW, 1340, 1 KW/250 W , CONTEMP/AC — ABC-C, $21.50 (Masla)

WRFY-F, 102.5, 15 KW @ 820, CONTEMP/AC — RKO,ABC-F, $33.75 (HNW)

OTHER STATIONS - SEE PHILADELPHIA, ALLENTOWN

NEWSPAPERS

Reading Eagle	E	42,941
Reading Times	M	42,548

RICHMOND

Market # 67	Revenue : $10,393,816	National Rev: $2,809,057
Revenue Rank # 52	Income : $ 787,152	Nat Rev per Cap: $4.46
Income Rank # 39	% Rev Gain: +55.2	Tot Rev per Cap: $16.51
APR 15.2	Stations: 18/19	Tot Inc per Cap: $1.25
SMSA Pop: 629,500	Diaries: 1093/576:1	Profit Margin: 7.6%
CSI: 5.3 Bil (# 57)	CSI HH: 22.7 M (# 89)	Retail $: 3.1 Bil (# 56)
	Standard Error: .585	Retail Sales %: .282

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WRVA	136/16.6	20.8	20.2	20.2	20.6	1. WRVA	179	1. WRVQ-F	2448/27.4
2. WRVQ-F	111/13.5	13.0	11.8	12.2	16.3	WRVQ-F	179	2. WRVA	2437/33.4
3. WRNL	79/ 9.6	6.6	3.1	3.8	6.1	3. WRXL-F	96	3. WRXL-F	1197/17.2
4. WRXL-F	75/ 9.1	9.3	11.0	7.8	5.8	4. WPLZ-F	87	4. WRNL	1178/18.9
5. WANT	66/ 8.0	5.3	8.6	5.7	6.3	5. WRNL	82	5. WPLZ-F	1017/12.8
6. WPLZ-F	55/ 6.7	8.6	.4	.6	.6	6. WANT	76	6. WLEE	862/13.8
7. WEZS-F	50/ 6.1	6.2	7.2	8.0	7.6	7. WEZS-F	54	7. WANT	785/11.7
8. WXGI	45/ 5.5	4.3	2.7	3.4	3.8	8. WXGI	53	8. WEZS-F	752/11.5
9. WLEE	34/ 4.1	4.4	5.1	5.7	4.4	9. WTVR-F	49	9. WTVR-F	743/ 9.3
10. WTVR-F	29/ 3.5	5.1	5.7	4.1	4.2	10. WLEE	37	10. WXGI	426/ 6.2

12+ FM SHARE (METRO): 44.31% (339 of 765) (O/N 80: 43.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA
2. WRXL-F	2. WRXL-F	2. WRXL-F	2. WRNL	2. WRNL	2. WRVQ-F
3. WPLZ-F	3. WPLZ-F	3. WRNL	3. WRVQ-F	3. WEZS-F	3. WRNL
4. WANT	4. WANT	4. WRVA	4. WRXL-F	4. WXGI	4. WRXL-F

OTHER RATED STATIONS/METRO SHARE

WDYL-F	92.1	Chester	.6	WKIE	1540		1.3
WEET	1320		1.3	WTVR	1380		.7
WENZ	1450	Highland Spgs	2.4	WPVA	1290	Petersburg	.7
WGOE	1590		1.5	WPVA-F	95.3	Petersburg	1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	186 (2)	198 (3)	25.9
MOR/AC	170 (2)		170 (2)	22.2
COUNTRY	141 (4)	14 (1)	155 (5)	20.3
BLACK	97 (3)	55 (1)	152 (4)	19.9
BTFL MUSIC		79 (2)	79 (2)	10.3
BIG BAND/NOST	6 (1)		6 (1)	0.8
RELIGION		5 (1)	5 (1)	0.7
			765 (18)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, $27.00	(Masla)	Sinclair
WLEE, 1480, 5 KW (DA-2), AC/CONTEMP	ABC-C, $23.00	(Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-I, $39.00	(MMR)	Capitol-WRAL
WRVA, 1140, 50 KW (DA-N), MOR	NBC, $78.75	(Eastman)	Harte-Hanks
WXGI, 950, 5 KW (DAYS), COUNTRY	, $10.00	(-----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS	, $42.50	(Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK	RKO, $78.75	(Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)	, $39.00	(MMR)	Capitol-WRAL
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)	, $31.00	(Katz)	Park
WPLZ-F, 99.3, 3 KW @ 290, BLACK (TM)	, $33.25	(Selcom)	(PETERSBURG)

TV STATIONS

WTVR	Richmond	6	CBS, Park	WWBT	Richmond	12	NBC, Jeff-Pilot
WXEX	Richmond	8	ABC, Nationwide				

NEWSPAPERS

Richmond News-Leader	E	114,295
Richmond Times-Dispatch	M	135,360

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 26
Revenue Rank # 41
Income Rank # 74
APR 15.5
SMSA Pop: 1,504,100
CSI: 11.2 Bil (# 29)

Revenue : $12,504,020
Income : $ 381,809
% Rev Gain: 33.6
Stations: 45/43
Diaries: 1389/1083:1
CSI HH: 19.0 M (# 256)
Standard Error: .508

National Rev: $3,114,572
Nat Rev per Cap: $2.07
Tot Rev per Cap: $8.31
Tot Inc per Cap: $ .25
Profit Margin: 3.1%
Retail $: 6.2 Bil (# 28)
Retail Sales %: .166

12+ METRO 1/4/SHARE		SPG 81	FAL 80	SPG 80
1. KDUO-F	99/6.0	6.1	4.5	6.0
2. KRTH-F	89/5.4	3.1	4.1	2.9
3. KFI	86/5.2	6.2	6.4	9.4
4. KBIG-F	81/4.9	6.5	3.5	5.9
5. KMET-F	75/4.6	2.8	7.6	6.1
6. KNX	70/4.3	3.6	3.1	4.7
7. KOLA-F	64/3.9	3.8	3.2	3.7
8. KOST-F	60/3.6	3.6	3.1	4.1
9. KABC	57/3.5	3.4	2.9	2.5
10. KCAL-F	51/3.1	2.5	2.0	3.5

12+ TSA 1/4	
1. KFI	114
2. KDUO-F	105
3. KRTH-F	89
4. KMET-F	84
KBIG-F	84
6. KNX	78
7. KOLA-F	66
8. KGGI-F	64
9. KOST-F	61
10. KABC	57

12+ TSA CUME/MSA CUME RAT	
1. KFI	2468/18.5
2. KNX	1442/12.0
3. KMET-F	1296/11.5
4. KBIG-F	1276/11.6
5. KRTH-F	1275/11.7
6. KOLA-F	1152/10.1
7. KDUO-F	1146/10.2
8. KGGI-F	1142/ 9.6
9. KFXM	981/ 8.0
10. KLOS-F	924/ 7.9

12+ FM SHARE (METRO): 62.27% (916 of 1471) (FAL 80: 53.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOLA-F	1. KRTH-F	1. KRTH-F	1. KRTH-F	1. KDUO-F	1. KFI
2. KMET-F	2. KMET-F	2. KMET-F	2. KFI	2. KBIG-F	2. KNX
3. KCAL-F	3. KFI	3. KFI	3. KBIG-F	3. KFI	3. KDUO-F
4. KGGI-F	KNX-F	4. KNX-F	4. KOST-F	4. KOST-F	4. KBIG-F
5. KLOS-F	5. KCAL-F	5. KCAL-F	KNTF-F	5. KNX	5. KMET-F

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	1.9	KHJ	930	Los Angeles	.9
KCAL	1410	Redlands	1.2	KHTZ-F	97.1	Los Angeles	.7
KCKC	1350	San Bernardino	2.3	KIIS-F	102.7	Los Angeles	2.7
KDIG	1240	San Bernardino	1.2	KJOI-F	98.7	Los Angeles	.8
KFXM	590	San Bernardino	2.3	KKGO-F	105.1	Los Angeles	.5
KGGI-F	99.1	Riverside	3.0	KLAC	570	Los Angeles	2.5
KHNY-F	92.7	Riverside	.9	KLOS-F	95.5	Los Angeles	2.9
KHSJ	1320	Hemet	.5	KMPC	710	Los Angeles	1.1
KHYE-F	105.5	Hemet	.6	KNX-F	93.1	Los Angeles	2.8
KMEN	1290	San Bernardino	1.5	KRLA	1110	Pasadena	.8
KNSE	1510	Ontario	.7	KROQ-F	106.7	Pasadena	.6
KNTF-F	93.5	Ontario	2.0	KTNQ	1020	Los Angeles	.5
KPRO	1440	Riverside	1.2	KUTE-F	101.9	Glendale	1.1
KQLH-F	95.1	San Bernardino	1.0	KWOW	1600	Pomona	.7
KBRT	740	Avalon	1.0	KWST-F	105.9	Los Angeles	.4
KEZY	1190	Anaheim	.4	KZLA-F	93.9	Los Angeles	1.4
KFAC	92.3	Los Angeles	.9	XTRA	690	Tijuana	.5
KFWB	980	Los Angeles	1.4				

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (4)	393 (10)	460 (14)	31.3
BTFL MUSIC		294 (6)	294 (6)	20.0
MOR/AC	149 (5)	132 (4)	281 (9)	19.1
COUNTRY	113 (4)	56 (2)	169 (6)	11.5
NEWS/TALK	150 (3)		150 (3)	10.2
SPANISH	40 (3)		40 (3)	2.7
BLACK/DISCO		27 (2)	27 (2)	1.8
BIG BAND	19 (1)		19 (1)	1.3
RELIGION	16 (1)		16 (1)	1.1
CLASSICAL		14 (1)	14 (1)	1.0
			1471 (45)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ROANOKE

Market # 167
Revenue Rank # 127
Income Rank # 55
APR 12.8
SMSA Pop: 215,800
CSI: 1.8 Bil (# 152)

Revenue : $3,945,662
Income : $ 477,400
% Rev Gain: -1.4
Stations: 10/10
Diaries: 530/407:1
CSI HH: 22.8 M (# 83)
Standard Error: .776

National Rev: $898,504
Nat Rev per Cap: $4.16
Tot Rev per Cap: $18.28
Tot Inc per Cap: $2.21
Profit Margin: 12.1%
Retail $: 1.2 Bil (# 144)
Retail Sales %: .277

12+ METRO	1/4/SHARE	SPG 81	A/M 80
1. WPVR	44/17.8	20.4	14.6
2. WSLC	41/16.6	14.0	16.8
3. WXLK-F	39/15.8	22.6	15.3
4. WROV	31/12.6	14.7	11.7
WFIR	31/12.6	7.5	12.8
6. WSLQ-F	23/ 9.3	6.5	6.2
7. WJLM-F	9/ 3.6	2.2	1.8
8. WTOY	6/ 2.4	5.7	7.3
9. WKBA	3/ 1.2	---	1.1
10. WRIS	2/ .8	1.4	2.2

12+ TSA	1/4
1. WXLK-F	199
2. WPVR-F	141
3. WSLQ-F	97
4. WSLC	51
5. WFIR	34
6. WROV	31
7. WTOY	12
8. WJLM-F	11
9. WKBA	5
10. WRIS	3

12+ TSA	CUME/MSA CUME RAT
1. WXLK-F	2573/34.0
2. WPVR-F	1521/24.2
3. WSLQ-F	1178/15.1
4. WFIR	756/30.3
5. WSLC	736/25.8
6. WROV	687/31.9
7. WTOY	190/ 5.5
8. WRIS	186/ 4.9
9. WJLM-F	169/ 7.9
10. WKBA	122/ 4.9

12+ FM SHARE (METRO): 50.22% (115 of 229) (O/N 80: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WPVR-F	1. WPVR-F	1. WXLK-F
2. WSLQ-F	2. WSLQ-F	2. WROV	2. WSLC	2. WSLC	2. WPVR-F
	3. WROV	3. WPVR-F	3. WROV	3. WROV	3. WSLC

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		62 (2)	62 (2)	27.1
MOR/AC	62 (2)		62 (2)	27.1
COUNTRY	44 (2)	9 (1)	53 (3)	23.1
BTFL MUSIC		44 (1)	44 (1)	19.2
BLACK	6 (1)		6 (1)	2.6
RELIGION	2 (1)		2 (1)	.9
			229 (10)	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), MOR	CBS, $20.00*	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (DAYS,DA), COUNTRY	, $ 9.00	(----)	
WRIS, 1410, 5 KW (DA,DAYS), RELIGION	MBS, $ 5.50	(----)	
WROV, 1240, 1 KW/250 W, AC	ABC-C, $29.50	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2), COUNTRY	NBC, $55.25	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DYAS), BLACK	SBN, $14.00	(Masla)	
WJLM-F, 93.5, 3 KW @ -83, COUNTRY	ABC-E, $ 7.00	(----)	
WPVR-F, 94.9, 50 KW @ 1937, BTFL MUS (KalaMusic)	, $30.00*	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985, AOR (Burk-Abr)	ABC-F, $55.25	(Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050, ROCK	RKO, $58.13	(Torbet)	

TV STATIONS

WSET	Lynchburg	13	ABC, Allbritton
WSLS	Roanoke	10	NBC, Park
WDBJ	Roanoke	7	CBS, Shurtz (South Bend Tribune)

NEWSPAPERS

Roanoke Times and World News		(M - 67,560) (E - 48,370), Landmark
Lynchburg News	M	21,019, Worrell
Lynchburg Advance	E	19,813, Worrell

ROCHESTER

Market # 41
Revenue Rank # 48
Income Rank # 38
APR 16.1
SMSA Pop: 969,700
CSI: 8.5 Bil (# 40)

Revenue : $ 11,211,503
Income : $ 789,041
% Rev Gain: +15.4
Stations: 23/21
Diaries: 1122/864:1
CSI HH: 24.3 M (# 37)
Standard Error: .580

National Rev: $2,852,018
Nat Rev per Cap: $2.94
Tot Rev per Cap: $11.56
Tot Inc per Cap: $ .81
Profit Margin: 7.0%
Retail $: 4.5 Bil (# 39)
Retail Sales %: .216

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WEZO-F	219/16.9	17.8	17.4	12.8	22.6
2. WMJQ-F	126/ 9.7	6.7	6.4	8.4	11.8
3. WHAM	100/ 7.7	9.5	8.9	14.1	15.0
4. WVOR-F	87/ 6.7	9.0	9.1	7.4	9.0
5. WCMF-F	83/ 6.4	7.2	6.6	4.9	3.7
6. WPXN	79/ 6.1	3.3	4.6	4.0	4.2
7. WPXY-F	77/ 6.0	3.5	5.4	4.3	1.6
8. WNYR	66/ 5.1	5.8	5.1	5.0	3.7
9. WDKX-F	61/ 4.7	4.6	3.5	4.3	1.1
10. WBBF	59/ 4.6	6.5	8.1	7.6	6.2

12+ TSA 1/4	
1. WEZO-F	239
2. WMJQ-F	130
3. WHAM	120
4. WCMF-F	95
5. WVOR-F	93
6. WPXN	79
7. WPXY-F	78
8. WNYR	74
9. WDKX-F	61
10. WBBF	59

12+ TSA CUME/MSA CUME RAT	
1. WEZO-F	2634/29.5
2. WHAM	2634/26.6
3. WMJQ-F	1756/20.8
4. WBBF	1462/17.8
5. WCMF-F	1457/16.3
6. WVOR-F	1402/15.8
7. WPXY-F	1305/12.6
8. WHFM-F	1144/12.7
9. WNYR	1101/12.3
10. WPXN	1011/12.6

12+ FM SHARE (METRO): 66.03% (764 of 1157) (O/N 80: 63.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WMJQ-F	1. WEZO-F	1. WEZO-F	1. WEZO-F	1. WEZO-F
2. WCMF-F	2. WCMF-F	2. WMJQ-F	2. WVOR-F	2. WPXN-F	2. WHAM
3. WDKX-F	3. WPXY-F	3. WVOR-F	3. WHAM	3. WHAM	3. WVOR-F
4. WHFM-F	4. WVOR-F	4. WPXY-F	4. WNYR	4. WNYR	4. WMJQ-F
5. WPXY-F	5. WHFM-F	5. WCMF-F	5. WPXY-F	5. WVOR-F	5. WBBF

OTHER RATED STATIONS/METRO SHARE

WCGR	1550	Canandaigua	1.5
WDNY	1400	Dansville	.4
WFLC-F	102.3	Canandaigua	1.5
WHFM-F	98.9		4.2
WSAY	1370		3.6
WWWG	1460		.5
CBL	740	Toronto	.4
WBEN	930	Buffalo	.5
WBEN-F	102.5	Buffalo	.5
WGRQ-F	96.9	Buffalo	.4
WNTQ-F	93.1	Syracuse	.5
WPCX-F	106.9	Auburn	.5
WSYR-F	94.9	Syracuse	1.0

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	59 (1)	365 (7)	424 (8)	36.6
MOR/AC	189 (7)	87 (1)	276 (8)	23.9
BTFL MUSIC		226 (2)	226 (2)	19.5
COUNTRY	66 (1)	19 (1)	85 (2)	7.3
NOST/MOR	79 (1)		79 (1)	6.8
BLACK		61 (1)	61 (1)	5.3
UNKNOWN		6 (1)	6 (1)	0.5
			1157 (23)	

RADIO STATIONS

WBBF, 950, 1 KW (DA-2) , CONTEMP	RKO,	$50.00*	(Blair)	LIN
WHAM, 1180, 50 KW , MOR	ABC-I,	$72.00	(MMR)	Rust
WNYR, 990, 1 KW/250 W (DA-1), COUNTRY	ABC-E,	$157.75	(Katz)	Malrite
WPXN, 1280, 5 KW (DA-N) , MOR/NOST (TM)	MBS,CBS,	$34.00*	(RKO)	Associated
WCMF-F, 96.5, 20 KW @ 447, AOR	,	$52.50	(CBS/FM)	Sconnix
WDKX-F, 103.9, 8 KW @ 536, BLACK	NBN,	$37.00	(PRO)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)	,	$157.75	(Katz)	Malrite
WMJQ-F, 92.5, 50 KW @ 500, AOR	Source,	$69.00*	(Blair)	LIN
WPXY-F, 97.9, 50 KW @ 400, SOFT/AC (TM)	,	$34.00*	(RKO)	Associated
WVOR-F, 100.5, 50 KW @ 350, AC	ABC-E,	$52.50*	(Mc-Guild)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

SACRAMENTO

Market # 39; ADI # 22
Revenue Rank # 32
Income Rank # 37
APR 16.1
SMSA Pop: 1,028,700
CSI: 8.7 Bil (# 37)

Revenue : $16,161,496
Income : $ 797,243
% Rev Gain: 15.2
Stations: 25/20
Diaries: 1072/960:1
CSI HH: 22.7 M (# 91)
Standard Error: .591

National Rev: $ 8,404,262
Nat Rev per Cap: $8.17
Tot Rev per Cap: $15.71
Tot Inc per Cap: $ .78
Profit Margin: 4.9%
Retail $: 4.9 Bil (# 37)
Retail Sales %: .208

12+ METRO 1/4/SHARE		SPG 81	FAL 80	A/M 80	O/N 79
1. KZAP-F	185/12.0	13.1	12.2	14.6	9.7
2. KEWT-F	127/ 8.3	6.3	7.3	10.7	10.8
3. KRAK	126/ 8.2	8.3	9.0	6.4	6.4
4. KSFM-F	121/ 7.9	7.9	6.2	5.1	3.8
5. KGNR	95/ 6.2	5.2	6.7	6.1	7.6
6. KXOA-F	89/ 5.8	6.1	5.5	5.5	7.1
7. KCTC-F	65/ 4.2	5.1	4.7	5.3	3.6
8. KHYL-F	62/ 4.0	4.3	5.1	4.8	4.0
9. KFBK	58/ 3.8	3.7	5.5	4.0	5.4
10. KROY-F	53/ 3.4	4.2	3.4	2.5	4.7

12+ TSA 1/4	
1. KZAP-F	236
2. KRAK	222
3. KEWT-F	153
KSFM-F	153
5. KGO	128
6. KGNR	101
7. KFBK	96
8. KXOA-F	93
9. KFRC	84
10. KCTC-F	80

12+ TSA CUME/MSA CUME RAT	
1. KZAP-F	2909/22.3
2. KSFM-F	2382/19.2
3. KRAK	2363/15.0
4. KFRC	2299/12.8
5. KEWT-F	1901/16.6
6. KFBK	1702/11.9
7. KGNR	1648/15.6
8. KXOA-F	1586/15.5
9. KGO	1568/ 5.6
10. KROY-F	1563/12.6

12+ FM SHARE (METRO): 65.00% (884 of 1360) (FAL 80: 60.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KSFM-F	2. KXOA-F	2. KRAK	2. KXOA-F	2. KEWT-F	2. KZAP-F
	3. KSFM-F	3. KXOA-F	3. KEWT-F	3. KGNR	3. KGNR
	4. KROY-F	4. KSFM-F	4. KSFM-F	4. KCTC-F	4. KFBK
	5. KHYL-F	5. KHYL-F	5. KHYL-F	5. KAER-F	5. KGO

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (3)	495 (5)	563 (8)	41.7
BTFL MUSIC	16 (1)	239 (3)	255 (4)	18.9
MOR/AC	133 (3)	62 (1)	195 (4)	14.4
COUNTRY	126 (1)	19 (1)	145 (2)	10.7
NEWS/TALK	107 (3)		107 (3)	7.9
BLACK		52 (1)	52 (1)	3.9
RELIGION	16 (2)	17 (1)	33 (3)	2.4
			1350 (25)	

SACRAMENTO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KZAP-F	1. KZAP-F	1. KZAP-F
2. KRAK	2. KRAK	2. KRAK
3. KEWT-F	3. KSFM-F	3. KGNR
4. KSFM-F	4. KFRC	4. KEWT-F
5. KGO	5. KEWT-F	5. KSFM-F
6. KGNR	6. KXOA-F	6. KAER-F
7. KXOA-F	7. KGNR	7. KFBK
8. KNBR	8. KNBR	8. KXOA-F
9. KFRC	9. KFBK	9. KPOP-F
KFBK	10. KROY-F	10. KHYL-F
11. KCTC-F	11. KCBS	
12. KHYL-F	12. KGO	
13. KHOP-F	13. KHYL-F	
14. KCBS	14. KHOP-F	
15. KAER-F	15. KWOD-F	

OTHER RATED STATIONS/METRO SHARE			
KAER-F	92.5		3.1
KAHI	950	Auburn	1.0
KEBR-F	100.5		1.1
KFIA	710	Carmichael	.7
KGMS	1380		2.1
KJAY	1430		.3
KPOP-F	93.5	Roseville	3.4
KROY	1240		1.4
KWOD-F	106.5		3.1
KXOA	1470		1.2
KYLO-F	105.5	Davis	1.2
KFRC	610	San Francisco	1.8
KCBS	740	San Francisco	1.0
KGO	810	San Francisco	2.2
KNBR	680	San Francisco	1.0

ADI FM SHARE: 60.26% (1536 of 2549) (FAL 80: 54.98%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS,MBS, $42.50	(Katz)	McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, $75.00*	(Christal)	Tribune Co
KRAK, 1140, 50 KW (DA-1), COUNTRY	, $76.52	(Eastman)	Affiliated

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, BTFL MUS (Bonne)	, $16.00	(Katz)	McClatchy
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS	, $65.75*	(Christal)	Tribune Co
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, $75.00	(Eastman)	Affiliated
KHYL-F, 101.1, 50 KW @ 465, AC	, $38.75	(Howard)	Empire
KPOP-F, 93.5, 3 KW @ 130, BLACK	, $30.00	(Lotus)	
KROY-F, 96.9, 50 KW @ 500, ROCK	, $45.00*	(Mc-Guild)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, $47.25	(MMR)	
KWOD-F, 106.5, 50 KW @ 1100, CONTEMP	RKO, $38.75	(Masla)	
KXOA-F, 107.9, 28 KW @ 420, SOFT ROCK/AC	Source, $50.00*	(Blair)	
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, $80.00*	(Selcom)	Western Cities

OTHER STATIONS - SEE SAN FRANCISCO AND MODESTO

TV STATIONS

KCRA	Sacramento	3	NBC, Kelly
KLOC	Modesto	19	IND
KMUV	Sacramento	31	IND
KOVR	Stockton	13	ABC, Outlet
KTXL	Sacramento	40	IND
KXTV	Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	203,779, McClatchy
Sacramento Union	M	110,104
Stockton Record	E	56,488, Gannett
Modesto Bee	M	65,063, McClatchy

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KMOX	1. KMOX	1. KMOX
2. KSD	2. KSD	2. KMJM-F
3. KEZK-F	3. KWK-F	3. KSD
4. KSHE-F	4. WIL-F	4. WIL-F
KWK-F	5. KSD-F	5. KWK-F
6. WIL-F	6. KSLQ-F	6. KEZK-F
7. KSD-F	7. KXOK	7. KSHE-F
8. KMJM-F	8. KSHE-F	8. KSD-F
9. KSLQ-F	9. KEZK-F	9. KSLQ-F
10. KXOK	10. KMJM-F	10. WRTH
11. WRTH	11. KMOX-F	
12. KMOX-F	12. WRTH	
13. WIL	13. KADI-F	
14. KADI-F	14. WIL	
15. WZEN-F	15. KWK	

OTHER RATED STATIONS/METRO SHARE			
KADI	1320		.4
KATZ	1600		1.6
KCFM-F	97.1	Florissant	.5
KIRL	1460	St. Charles	.6
KLPW	1220	Union	.6
KWK	1380		1.4
WESL	1490	E. St. Louis	1.6
WEW	770		.7
WIBV	1260	Belleville	.4
WMRY-F	101.1	Belleville	.4

ADI FM SHARE: 51.96% (1866 of 3591) (O/N 80: 50.00%)

AM STATIONS

KMOX	1120	50 KW	NEWS/TALK	CBS	$231.25	(CBS Spot)	CBS
KSD	550	5 KW (DA-N)	COUNTRY	MBS	$ 83.65	(Eastman)	Gannett
KWK	1380	5 KW/1 KW (DA-2)	ROCK		$ 96.75	(HNW)	Doubleday
KXOK	630	5 KW (DA-2)	AC	NBC	$ 97.50	(Katz)	Storz
WIL	1430	5 KW (DA-2)	COUNTRY	ABC-E	$104.55*	(Christal)	LIN
WRTH	590	1 KW (DA-2)	BTFL/MOR	ABC-I	$ 57.50	(Blair)	King

FM STATIONS

KADI-F	96.3	100 KW @ 552	CONTEMP	ABC-F,Source	$ 29.50*	(Selcom)	
KEZK-F	102.5	100 KW @ 500	BTFL MUS		$ 70.00	(Torbet)	Metroplex
KMJM-F	107.7	100 KW @ 575	URBAN		$ 65.00*	(Mc-Guild)	Amaturo
KMOX-F	103.3	100 KW @ 1212	SOFT/AC		$ 47.50	(CBS/FM)	CBS
KSD-F	93.7	100 KW @ 850	AC		$ 83.65	(Eastman)	Gannett
KSHE-F	94.7	100 KW @ 500	AOR		$132.50	(Katz)	Century
KSLQ-F	98.1	100 KW @ 580	CONTEMP		$ 71.25	(RKO)	Charter
KWK-F	106.5	39 KW @ 592	AOR		$ 96.75	(HNW)	Doubleday
WIL-F	92.3	100 KW @ 510	COUNTRY		$104.55*	(Christal)	LIN
WZEN-F	100.3	50 KW @ 495	BLACK	NBN	$ 27.50	(Howard)	NBN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Times-Mirror

NEWSPAPERS

St. Louis Globe-Democrat	M	240,611, Newhouse
St. Louis Post-Dispatch	E	242,628, Pulitzer

ST. LOUIS

Market # 12; ADI # 14
Revenue Rank # 15
Income Rank # 47
APR 16.7
SMSA Pop: 2,377,400
CSI: 19.3 Bil (# 14)

Revenue : $32,919,250
Income : $ 596,654
% Rev Gain: +13.2
Stations: 25/34
Diaries: 1974/1204:1
CSI HH: 23.0 M (# 74)
Standard Error: .440

National Rev: $10,235,435
Nat Rev per Cap: $4.31
Tot Rev per Cap: $13.85
Tot Inc per Cap: $ .25
Profit Margin: 1.8%
Retail $: 10.5 Bil (# 12)
Retail Sales %: .263

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KMOX	702/21.8	23.6	23.4	21.6	24.4
2. KEZK-F	215/ 6.7	5.9	7.2	6.4	7.4
3. KWK-F	209/ 6.5	7.9	4.8	7.8	8.1
KSHE-F	209/ 6.5	7.8	5.1	7.6	8.9
5. WIL-F	202/ 6.3	5.3	8.7	5.7	5.6
6. KMJM-F	198/ 6.1	6.7	5.0	3.6	3.2
7. KSD-F	194/ 6.0	3.8	5.1	1.6	1.0
8. KSD	168/ 5.2	3.7	2.5	2.3	2.6
9. KSLQ-F	155/ 4.8	4.6	6.2	5.1	3.2
10. WRTH	117/ 3.6	4.2	4.4	5.5	3.9
11. KXOK	101/ 3.1	5.1	4.9	5.0	6.2
12. WIL	91/ 2.8	2.5	3.5	3.3	3.4
13. KMOX-F	89/ 2.8	3.0	3.6	3.5	3.5
14. KADI-F	81/ 2.5	1.9	1.6	2.4	1.6
15. WZEN-F	77/ 2.4	1.2	1.0	1.0	.5

12+ TSA 1/4	
1. KMOX	882
2. KSD	308
3. KSHE-F	244
4. KEZK-F	236
5. KWK-F	234
6. WIL-F	231
7. KSD-F	227
8. KMJM-F	198
9. KSLQ-F	159
10. KXOK	142
11. WRTH	119
12. KMOX-F	106
13. WIL	95
14. KADI-F	89
15. WZEN-F	77

12+ TSA CUME/MSA CUME RAT	
1. KMOX	10046/40.7
2. KSD	4509/14.3
3. KXOK	3531/12.7
4. KWK-F	3307/15.5
5. KSD-F	3380/14.7
6. WIL-F	3275/14.8
7. KSHE-F	3133/13.4
8. KSLQ-F	3115/15.4
9. KEZK-F	2800/13.1
10. KMJM-F	2628/13.4
11. KMOX-F	2572/10.6
12. WRTH	2067/10.1
13. KADI-F	2049/ 9.9
14. WIL	1740/ 8.5
15. KWK	1241/ 5.9

12+ FM SHARE (METRO): 53.97% (1659 of 3074) (O/N 80: 51.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KWK-F	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KMJM-F	2. KSD-F	2. KSHE-F	2. KSD-F	2. KEZK-F	2. KSD
3. KSHE-F	3. KMJM-F	3. KSD-F	3. WIL-F	3. WIL-F	3. WIL-F
4. KSLQ-F	4. KMOX	4. KMJM-F	4. KEZK-F	4. KSD	4. KWK-F+
5. KSD-F	5. KSLQ-F	5. WIL-F	5. KSD	5. WRTH	5. KSD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (1)	743 (5)	789 (6)	25.7
NEWS/TALK	702 (1)		702 (1)	22.8
COUNTRY	259 (2)	202 (1)	461 (3)	15.0
BLACK/URBAN	101 (2)	275 (2)	376 (4)	12.2
MOR/AC	177 (5)	194 (1)	371 (6)	12.1
BTFL MUSIC	117 (1)	215 (1)	332 (2)	10.8
RELIGION	13 (1)	17 (1)	30 (2)	1.0
UNKNOWN	13 (1)		13 (1)	0.4
			3074 (25)	

SALINAS-SEASIDE-MONTEREY

Market # 134
Revenue Rank # 101
Income Rank # 351
APR 15.4
SMSA Pop: 292,900
CSI: 2.2 Bil (# 125)

Revenue : $5,149,368
Income : $ -411,493
% Rev Gain: +43.4
Stations: 25/14
Diaries: 879/333:1
CSI HH: 22.9 M (# 80)
Standard Error: .684

National Rev: $2,113,178
Nat Rev per Cap: $7.21
Tot Rev per Cap: $17.58
Tot Inc per Cap: $-1.40
Profit Margin: ---
Retail $: 1.3 Bil (# 133)
Retail Sales %: .260

12+ METRO 1/4/SHARE		SPG 81	FAL 80	A/M 80	O/N 79
1. KDON-F	43/11.6	17.1	8.4	11.4	17.8
2. KGO	36/ 9.7	6.5	12.0	9.3	9.1
3. KIDD	33/ 8.9	9.0	7.8	10.9	7.9
4. KSJO-F	24/ 6.5	1.6	3.3	1.3	2.0
5. KTOM	22/ 5.9	7.0	4.2	5.1	5.7
KWYT-F	22/ 5.9	6.5	7.2	8.2	5.4
KCTY	22/ 5.9	4.7	9.2	5.9	8.9
8. KCBS	20/ 5.4	4.1	4.2	3.2	3.7
9. KWAV-F	17/ 4.6	4.9	5.8	7.2	4.0

12+ TSA 1/4	
1. KGO	85
2. KDON-F	79
3. KSJO-F	38
4. KIDD	34
KTOM	34
6. KWAV-F	33
KCBS	33
8. KWYT-F	32
9. KBAY-F	31
10. KCTY	24

12+ TSA CUME/MSA CUME RAT	
1. KDON-F	1142/30.8
2. KGO	914/16.1
3. KIDD	672/26.8
4. KCBS	640/14.3
5. KWAV-F	567/14.2
6. KSJO-F	516/11.9
7. KTOM	432/13.7
8. KBAY-F	431/ 9.4
9. KFAT-F	408/ 8.3
10. KWYT-F	395/12.6

12+ FM SHARE (METRO): 49.09% (162 of 330) (FAL 80: 45.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIDD	1. KDON-F	1. KDON-F	1. KWAV-F	1. KGO	1. KGO
2. KDON-F	2. KSJO-F	2. KSJO-F	KTOM	2. KWYT-F	2. KDON-F
	3. KIDD	3. KIDD	3. KDON-F	KTOM	3. KCBS
			KCTY	KCBS	

OTHER RATED STATIONS/METRO SHARE

KDON	1460	Salinas	2.4
KESE	1240	Monterey	.5
KLRB-F	101.7	Carmel	2.4
KMBY-F	107.1	Seaside	3.0
KRAY-F	103.9	Salinas	1.6
KRKC	1490	King City	1.1
KAZA	1290	Gilroy	1.3
KBAY-F	100.3	San Jose	3.2
KDIA	1310	Oakland	.5
KEZR-F	106.5	San Jose	.5
KFAT-F	94.5	Gilroy	3.2
KFRC	610	San Francisco	.8
KNBR	680	San Francisco	1.9
KSCO	1080	Santa Cruz	.8
KSCO-F	99.1	Santa Cruz	.5
KSOL-F	107.7	San Mateo	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (2)	89 (5)	125 (7)	37.9
NEWS/TALK	56 (2)		56 (2)	17.0
COUNTRY	33 (3)	12 (1)	45 (4)	13.6
BTFL MUSIC	3 (1)	36 (3)	39 (4)	11.8
SPANISH	27 (2)	6 (1)	33 (3)	10.0
MOR/AC	11 (2)	17 (1)	28 (3)	8.5
BLACK	2 (1)	2 (1)	4 (2)	1.2
			330 (25)	

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA), SPANISH , $22.00 (Lotus)
KIDD, 630, 1 KW (DA-1) , ROCK RKO, $13.00 (Masla) Walton
KTOM, 1380, 5 KW (DA-2) , COUNTRY ABC-E, $28.00 (Mc-Guild)

KDON-F, 102.5, 19 KW @ 2270, ROCK (TM) Source, $34.00 (Katz)
KWAV-F, 96.9, 18 KW @ 2575, AC , $15.50 (HNW) Buckley)
KWYT-F, 100.7, 910 W @ 2575, BTFL MUS (TM) , $28.00 (Mc-Guild)

Other Stations - See San Jose and San Francisco

TV STATIONS KMST Monterey 46 CBS, Retlaw
KSBW Salinas 8 NBC, Blair

NEWSPAPERS Salinas Californian E 24,609, Gannett

SALT LAKE CITY

Market # 42; ADI # 45
Revenue Rank # 34
Income Rank # 33
APR 15.0
SMSA Pop: 954,400
CSI: 6.4 Bil (# 50)

Revenue : $15,499,731
Income : $ 941,992
% Rev Gain: $+13.5
Stations: 22/24
Diaries: 895/1066:1
CSI HH: 20.3 M (# 199)
Standard Error: .624

National Rev: $4,069,485
Nat Rev per Cap: $4.26
Tot Rev per Cap: $16.24
Tot Inc per Cap: $ .99
Profit Margin: 6.1%
Retail $: 3.9 Bil (# 42)
Retail Sales %: .347

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KSL	115/10.5	11.1	11.1	8.5	10.5
2. KSFI-F	98/ 8.9	9.2	8.9	6.0	6.5
3. KALL	79/ 7.2	6.8	4.5	7.7	7.7
4. KCPX-F	78/ 7.1	6.3	6.3	8.5	9.9
5. KLUB	76/ 6.9	7.5	8.0	6.6	7.3
6. KSOP-F	70/ 6.4	6.6	5.9	6.6	3.9
7. KCPX	55/ 5.0	6.4	8.1	5.8	7.0
KRSP-F	55/ 5.0	4.8	4.9	4.9	5.7
9. KFMY-F	52/ 4.7	3.3	2.0	1.5	2.3
10. KISN-F	51/ 4.6	3.8	3.5	2.9	4.0
11. KZAN-F	44/ 4.0	4.2	3.3	2.8	2.8
12. KALL-F	38/ 3.5	2.0	4.3	6.1	4.0

12+ TSA 1/4	
1. KSL	206
2. KSFI-F	180
3. KCPX-F	101
4. KLUB	100
5. KFMY-F	94
6. KSOP-F	92
7. KALL	79
8. KRSP-F	70
9. KISN-F	69
10. KCPX	65
11. KZAN-F	54
KALL-F	54

12+ TSA CUME/MSA CUME RAT	
1. KSL	3606/29.9
2. KSFI-F	2580/20.7
3. KFMY-F	1713/14.6
4. KCPX	1616/18.7
5. KRSP-F	1596/17.0
6. KLUB	1472/14.7
7. KCPX-F	1467/15.4
8. KSOP-F	1411/14.0
9. KISN-F	1390/14.4
10. KALL	1279/17.3
11. KDAB-F	1135/13.2
12. KALL-F	1107/11.4

12+ FM SHARE (METRO): 52.36% (532 of 1016) (O/N 80: 46.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMY-F	1. KCPX-F	1. KSL	1. KSL	1. KSL	1. KSL
2. KCPX-F	2. KALL	2. KALL	2. KALL	KSFI-F	2. KSFI-F
KRSP-F	3. KISN-F	3. KCPX-F	3. KSFI-F	3. KLUB	3. KALL
4. KRSP	4. KCPX	4. KSFI-F	4. KSOP-F	4. KSOP-F	4. KLUB
5. KCPX	5. KRSP-F	5. KISN-F	5. KZAN-F	5. KALL	5. KSOP-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	101 (3)	258 (5)	359 (8)	35.3
MOR/AC	199 (3)	51 (1)	250 (4)	24.6
BTFL MUSIC	76 (1)	98 (1)	174 (2)	17.1
COUNTRY	48 (2)	114 (2)	162 (4)	15.9
BIG BAND	21 (1)	11 (1)	32 (2)	3.1
NEWS/TALK	30 (1)		30 (1)	2.9
CLASSICAL	10 (1)		10 (1)	1.0
			1017 (22)	

SALT LAKE CITY

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KSL	1. KSL	1. KLUB
2. KSFI-F	2. KSFI-F	2. KSL
3. KCPX-F	3. KFMY-F	3. KALL
4. KLUB	4. KCPX	4. KSFI-F
5. KFMY-F	5. KRSP-F	5. KSOP-F
6. KSOP-F	6. KLUB	6. KCPX-F
7. KALL	7. KCPX-F	7. KFMY-F
8. KRSP-F	8. KSOP-F	8. KCPX
9. KISN-F	9. KISN-F	9. KISN-F
10. KCPX	10. KALL	10. KZAN-F
11. KALL-F	11. KDAB-F	
KZAN-F	12. KALL-F	
13. KDAB-F	13. KRSP	
14. KSOP	14. KZAN-F	
15. KDOT	15. KSOP	

OTHER RATED STATIONS/METRO SHARE			
KDAB-F	101.1	Ogden	3.2
KJQN	1490	Ogden	1.7
KLO	1430	Ogden	1.9
KPRQ	1230	Murray	.5
KRGO	1550	W. Valley City	2.1
KRSP	1060		2.5
KSOP	1370		2.3
KWHO	860		.9
KWHO-F	93.3		1.0
KWMS	1280		2.7

ADI FM SHARE: 50.32% (778 of 1546) (O/N 80: 41.85%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC ABC-I, $60.75 (Eastman) Hatch
KCPX, 1320, 5 KW (DA-1), CONTEMP ABC-C, $66.50 (Katz) Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS NBC, $40.00* (Mc-Guild)
KRSP, 1060, 10 KW/1 KW (DA-N), ROCK, $17.00 (Selcom)

KSL, 1160, 50 KW, MOR CBS, $57.63* (Torbet) Bonneville
KSOP, 1370, 5 KW/500 W (DA-N), COUNTRY (Drake-Chen), $20.00 (MMR)
KDOT, 960, 5 KW/1 KW (DA-N), AC/CONTEMP, $16.00* (Masla) First Media (PROVO)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP/AC RKO, $50.75 (Eastman) Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR (Burk-Abr), $66.50 (Katz) Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM), $12.25 (Howard) (OGDEN)
KISN-F, 97.1, 26 KW @ 3650, AC (Churchill) Source, $25.00* (Mc-Guild)
KRSP-F, 103.5, 19 KW @ 3650, AOR, $22.00 (Selcom)

KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne), $30.00* (Blair)
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Century 21), $25.00 (MMR)
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY (?) MBS, $? ? * (Christal)
KFMY-F, 96.1, 55 KW @ 2620, ROCK, $35.00* (Masla) First Media (PROVO)

TV STATIONS

KSL	Salt Lake City	5	CBS, Bonneville
KSTU	Salt Lake City	20	IND, Springfield TV
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	114,269
Salt Lake City Deseret News	E	75,866
Ogden Standard Examiner	E	50,104
Provo Herald	E	30,343, Scripps League

SAN ANTONIO

Market # 36; ADI # 46
Revenue Rank # 29
Income Rank # 12
APR 16.6
SMSA Pop: 1,130,400
CSI: 8.1 Bil (# 41)

Revenue : $17,579,480
Income : $ 3,184,378
% Rev Gain: +1.1
Stations: 23/25
Diaries: 1274/887:1
CSI HH: 22.2 M (# 111)
Standard Error: .598

National Rev: $5,462,998
Nat Rev per Cap: $4.83
Tot Rev per Cap: $15.55
Tot Inc per Cap: $2.82
Profit Margin: 18.1%
Retail $: 4.9 Bil (# 38)
Retail Sales %: .292

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. KTFM-F	159/11.0	8.2	8.9	6.8	5.9
2. KCOR	128/ 8.8	8.5	7.6	8.3	8.2
3. KISS-F	127/ 8.8	5.1	5.0	4.2	4.1
4. KQXT-F	122/ 8.4	8.3	7.8	8.2	6.4
5. KTSA	114/ 7.9	11.6	10.7	9.1	8.8
6. KKYX	88/ 6.1	8.4	5.9	7.0	8.0
7. KAJA-F	87/ 6.0	2.0	3.3	3.9	2.6
8. WOAI	83/ 5.7	6.1	5.0	5.9	7.5
9. KITY-F	70/ 4.8	5.2	4.4	6.7	8.2
10. KEDA	63/ 4.4	2.9	2.5	6.2	5.0
11. KBUC-F	58/ 4.0	4.4	6.0	5.9	5.2
KONO	58/ 4.0	5.6	8.0	3.4	6.0

12+ TSA 1/4	
1. KTSA	270
2. KKYX	260
3. KTFM-F	165
4. KISS-F	158
5. KQXT-F	154
6. KCOR	138
7. WOAI	134
8. KAJA-F	93
9. KONO	85
10. KITY-F	75
11. KBUC	68
12. KEDA	67

12+ TSA CUME/MSA CUME RAT	
1. KTSA	4967/25.2
2. KKYX	3299/14.4
3. WOAI	2091/13.8
4. KTFM-F	1951/20.5
5. KQXT-F	1652/15.1
6. KISS-F	1413/13.9
7. KONO	1317/11.1
8. KITY-F	1215/12.9
9. KCOR	1159/12.4
10. KBUC-F	1138/10.9
11. KAJA-F	1109/11.2
12. KCCW	898/ 8.3

12+ FM SHARE (METRO): 50.00% (701 of 1402) (O/N 80: 44.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISS-F	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KQXT-F	1. KTSA
2. KTFM-F	2. KISS-F	2. KISS-F	2. KCOR	2. KCOR	2. KKYX
3. KITY-F	3. KTSA	3. KAJA-F	3. KQXT-F	3. KKYX	3. WOAI
4. KTSA	4. KAJA-F	4. KTSA	4. KKYX	4. WOAI	4. KCOR
	5. KONO	5. KCOR	KAJA-F	5. KBUC	5. KTFM-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	172 (2)	386 (4)	558 (6)	39.8
COUNTRY	168 (3)	145 (2)	313 (5)	22.3
SPANISH	235 (4)	25 (1)	260 (5)	18.5
BTFL MUSIC		122 (1)	122 (1)	8.7
NEWS/TALK	83 (1)		83 (1)	5.9
MOR/AC	25 (2)	6 (1)	31 (3)	2.2
BLACK	18 (1)		18 (1)	1.3
CLASSICAL		17 (1)	17 (1)	1.2
			1402 (23)	

SAN ANTONIO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KKYX	1. KTSA	1. KTFM-F
2. KTSA	2. KKYX	2. KCOR
3. KTFM-F	3. KTFM-F	3. KQXT-F
4. KTFM-F	4. WOAI	4. KISS-F
5. KQXT-F	5. KQXT-F	5. KTSA
6. KCOR	6. KISS-F	6. KKYX
7. WOAI	7. KITY-F	7. WOAI
8. KAJA-F	8. KCOR	8. KITY-F
9. KITY-F	9. KBUC-F	9. KMFM-F
10. KONO	10. KONO	10. KEDA
11. KEDA	11. KAJA-F	
KBUC	12. KCCW	
13. KBUC-F	13. KLLS-F	
14. KLLS-F	14. KBUC	
15. KCCW	15. KEDA	

OTHER RATED STATIONS/METRO SHARE			
KAPE	1480		1.2
KBUC	1310		3.2
KCCW	930		2.3
KFHM	1150		1.2
KGNB	1420	New Braunfels	1.4
KLLS-F	100.3		2.1
KMAC	630		.3
KMFM-F	96.1		1.2
KTUF-F	106.3		.4
KUKA	1250		1.8
KVAR-F	104.5		1.7

ADI FM SHARE: 44.59% (804 of 1803) (O/N 80: NA)

AM STATIONS

KBUC, 1310, 5 KW (DAYS,DA) , COUNTRY ABC-I, $? ? * (Eastman) Sigmor
KCCW, 930, 5 KW/1 KW (DA-N),COUNTRY (Burk-Abr) , $25.00* (RKO) Southwestern
KCOR, 1350, 5 KW (DA-N) , SPANISH , $72.25 (Katz) Tichenor
KEDA, 1540, 5 KW/1 KW , SPANISH , $18.00 (Selcom)

KKYX, 680, 50 KW/10 KW (DA-N), COUNTRY , $58.50 (Christal) Swanson
KONO, 860, 5 KW/1 KW (DA-N) , CONTEMP/AC ABC-C, $88.00 (MMR) Mission
KTSA, 550, 5 KW (DA-N) , ROCK , $90.00 (Blair)
WOAI, 1200, 50 KW , NEWS/TALK CBS,NBC, $70.00 (CBS Spot) Clear Chan

FM STATIONS

KAJA-F, 97.3, 100 KW @ 472, COUNTRY , $30.00* (CBS/FM) Clear Channel
KBUC-F, 107.5, 100 KW @ 408, COUNTRY ABC-I, $50.00 (Eastman) Sigmor
KISS-F, 99.5, 100 KW @ 570, AOR Source, $35.60 (Mc-Guild) Capitol-WRAL
KITY-F, 92.9, 100 KW @ 475, ROCK , $88.00 (MMR) Mission
KLLS-F, 100.3, 100 KW @ 580, CONTEMP/AC , $30.00* (RKO) Southwestern

KQXT-F, 101.9, 100 KW @ 670, BTFL MUS (Schulke) , $67.75 (Katz) Tichenor
KTFM-F, 99 KW @ 660, ROCK , $70.00 (Blair)

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks
KMOL	San Antonio	4	NBC, 20th Century Fox
KSAT	San Antonio	12	ABC, Outlet
KWEX	San Antonio	41	IND, Spanish International

NEWSPAPERS

San Antonio Light	E	122,600
San Antonio Express	M	82,371
San Antonio News	E	76,594

SAN DIEGO

Market # 19; ADI # 23
Revenue Rank # 20
Income Rank # 383
APR 16.1
SMSA Pop: 1,918,900
CSI: 15.5 Bil (# 20)

Revenue : $ 25,643,354
Income : $ -2,213,270
% Rev Gain: 12.4%
Stations: 34/24
Diaries: 1504/1276:1
CSI HH: 21.2 M (# 159)
Standard Error: .505

National Rev: $ 9,579,878
Nat Rev per Cap: $ 4.99
Tot Rev per Cap: $ 13.36
Tot Inc per Cap: $ -1.15
Profit Margin: —
Retail $: 8.0 Bil (# 21)
Retail Sales %: .255

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80
1. KGB-F	214/8.2	6.6	6.7	6.6	7.0
2. KJQY-F	204/7.9	7.6	9.0	9.0	9.3
3. KSDO	152/5.9	6.4	5.4	4.6	5.3
4. XTRA-F	147/5.7	4.1	4.3	5.3	5.4
5. KPRI-F	121/4.7	5.1	4.8	4.0	5.8
6. WFMB-F	117/4.5	3.1	3.9	4.7	5.1
7. KBZT-F	114/4.4	3.8	2.2	2.2	2.2
8. KFSD-F	101/3.9	2.6	3.9	3.3	3.0
9. KCBQ	100/3.9	3.2	3.4	2.5	2.5
10. XHRM-F	99/3.8	4.1	3.4	1.7	.8
11. KFMB	97/3.7	3.9	5.9	5.0	4.0
12. KOGO	96/3.7	2.2	2.2	2.3	2.9
13. KEZL-F	87/3.4	2.7	3.3	3.4	4.7
14. XTRA	78/3.0	4.2	3.8	3.9	4.7
15. KIFM-F	77/3.0	2.3	3.2	4.0	4.0
16. KYXY-F	71/2.7	4.4	2.2	3.1	2.9
17. KSON-F	69/2.7	2.7	2.6	2.4	2.3
18. KMLO	65/2.5	3.9	3.3	1.6	---
KSON	65/2.5	3.4	2.7	2.7	3.2
20. KNX	51/2.0	2.3	2.0	3.5	2.1

MSA EXCL CUME

1. KSDO
2. KCBQ
3. KJQY-F
4. KSON
5. KGB-F
6. XHRM-F
7. XTRA-F
8. KFMB
9. KPRI-F
10. KOGO

12+ CUME/CUME RATING	
1. KGB-F	3063/19.0
2. XTRA-F	2956/18.4
3. KSDO	2705/16.8
4. KJQY-F	2316/14.4
5. KPRI-F	2276/14.1
6. KFMB-F	2257/14.0
7. KOGO	2061/12.8
8. XTRA	2009/12.5
9. KFMB	1904/11.8
10. KBZT-F	1673/10.4
11. KCBQ	1638/10.2
12. KGB	1625/10.1
13. KYXY-F	1498/ 9.3
14. KSON	1473/ 9.2
15. KEZL-F	1289/ 8.0
16. KIFM-F	1256/ 7.8
17. KNX	1240/ 7.7
18. KFSD-F	1213/ 7.5
19. KSON-F	1150/ 7.1
20. KCBQ-F	1073/ 6.7

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ FM SHARE (METRO,ADI): 65.28% (1581 of 2422) (FAL 80: 64.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGB-F	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. XTRA-F	2. XTRA-F	2. XTRA-F	2. KBZT-F	2. KSDO	2. KGB-F
3. XHRM-F	3. KPRI-F	3. KFMB-F	3. KFSD-F	3. KFMB	3. KJQY-F
4. XTRA	4. KFMB-F	KBZT-F	4. KFMB	4. KOGO	4. KFMB
5. KPRI-F	5. KBZT-F	KPRI-F	5. KCBQ	5. KSON	5. KOGO
	6. KIFM-F	6. KFSD-F	6. KSDO	KFSD-F	6. KFMB-F

OTHER RATED STATIONS/METRO SHARE

KCBQ-F	105.3		1.9
KGB	1360		1.7
KJFM-F	102.1	Oceanside	1.3
KKOS-F	95.9	Carlsbad	.6
KOWN	1450	Escondids	.4
KUDE	1320	Oceanside	.5
KABC	790	LA	1.0

KBRT	740	Avalon	.4
KFI	640	LA	1.3
KLOS-F	95.5	LA	.5
KMET-F	94.7	LA	.3
KRTH-F	101.1	LA	.5
XHER-F	104.5	Tijuana	.7
XHIS-F	90.3	Tijuana	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	123 (2)	797 (8)	920 (10)	38.0
MOR/AC	237 (4)	212 (4)	449 (8)	18.5
BTFL MUSIC		324 (3)	324 (3)	13.4
COUNTRY	178 (3)	118 (2)	296 (5)	12.2
NEWS/TALK	228 (3)		228 (3)	9.4
CLASSICAL		101 (1)	101 (1)	4.2
BIG BAND/NOST	65 (1)		65 (1)	2.7
SPANISH		29 (2)	29 (2)	1.2
RELIGION	10 (1)		10 (1)	0.4
			2422 (34)	

AM STATIONS

KCBQ	1170	50 KW/5 KW (DA-2)	COUNTRY	RKO	$69.00*	(RKO)	Charter
KFMB	760	5 KW (DA-N)	MOR		$55.00	(Mc-Guild)	Midwest TV
KGB	1360	5 KW/1 KW	ROCK		$50.00*	(Katz)	
KMLO	1000	1 KW (DAYS,DA)	BIG BAND/NOST (Al Ham)		$34.00	(----)	
KOGO	600	5 KW (DA-2)	MOR	ABC-E	$60.38	(Eastman)	SBI
KSDO	1130	10 KW (DA-2)	NEWS	CBS,MBS	$82.00*	(CBS Spot)	Gannett
KSON	1240	1 KW/250 W	COUNTRY	ABC-I	$36.00*	(Blair)	
XTRA	690	50 KW	ROCK		$54.00*	(MMR)	Noble

FM STATIONS

KBZT-F	94.9	2 KW @ 1850	AC/CONTEMP	ABC-F	$40.00*	(Christal)	
KCBQ-F	105.3	29 KW @ 620	COUNTRY		$30.00*	(RKO)	Charter
KEZL-F	102.9	2 KW @ 1840	BTFL MUS (Schulke II)		$45.00*	(CBS Spot)	Gannett
KFMB-F	100.7	30 KW @ 620	CONTEMP/SOFT		$55.00*	(Mc-Guild)	Midwest TV
KFSD-F	94.1	100 KW @ 641	CLASSICAL		$55.00	(Lotus)	Lotus
KGB-F	101.5	50 KW @ 577	AOR	Source	$100.00*	(Katz)	
KIFM-F	98.1	28 KW @ 640	SOFT ROCK		$59.50	(Selcom)	
KJQY-F	103.7	36 KW @ 650	BTFL MUS (FM-100)		$105.63	(RAR)	Westinghouse
KPRI-F	106.5	50 KW @ 413	AOR (Burk-Abr)		$69.00	(Eastman)	SBI
KSON-F	97.3	50 KW @ 445	COUNTRY	NBC	$36.00*	(Blair)	
KYXY-F	96.5	30 KW @ 540	AC		$52.00	(CBS/FM)	
XHRM-F	92.5	5 KW @ 203	ROCK (??)		$? ?	(?)	
XTRA-F	91.1	100 KW @ 1000	AOR (Noble)		$54.00*	(MMR)	Noble

TV STATIONS

KCOX	Cable # 2	IND	Cox
KCST	39	NBC	Storer
KFMB	8	CBS	Midwest TV
KGTV	10	ABC	McGraw-Hill
XETV	6	IND	
XEWT	12	IND	

NEWSPAPERS

San Diego Tribune	125,756	Copley
San Diego Union	201,798	Copley

SAN FRANCISCO

Market # 7; ADI # 5
Revenue Rank # 4
Income Rank # 40
APR 15.9
SMSA Pop: 3,341,600
CSI: 36.0 Bil (# 6)

Revenue : $ 71,005,966
Income : $ 783,367
% Rev Gain: - 22.0
Stations: 44/37
Diaries: 3621/923:1
CSI HH: 26.3 M (# 12)
Standard Error: .348

National Rev: $ 28,164,197
Nat Rev per Cap: $ 8.42
Tot Rev per Cap: $ 21.25
Tot Inc per Cap: $ .23
Profit Margin: 1.1 %
Retail $: 16.0 Bil (# 9)
Retail Sales %: .347

12+ METRO	1/4/SHARE	SUM 81	SPG 81	WIN 81	FAL 80
1. KGO	602/8.4	9.0	9.4	9.5	9.3
2. KCBS	466/6.5	5.5	5.1	6.0	7.0
3. KSOL-F	411/5.8	6.5	5.6	5.7	5.1
4. KFRC	387/5.4	5.4	4.8	4.5	4.1
5. KMEL-F	333/4.7	4.2	4.0	3.9	3.2
6. KNBR	249/3.5	3.0	4.1	2.9	3.4
7. KFOG-F	223/3.1	3.7	2.2	3.6	3.5
8. KNEW	209/2.9	3.0	3.1	3.7	3.0
KSFO	209/2.9	3.2	5.0	2.8	3.2
10. KABL	199/2.8	3.0	2.2	3.4	3.0
11. KIOI-F	192/2.7	3.1	3.3	2.5	2.5
12. KABL-F	189/2.7	2.2	3.6	2.7	2.7
13. KBLX-F	188/2.6	3.0	2.6	2.8	2.6
14. KYUU-F	177/2.5	2.6	4.0	3.2	2.9
15. KBAY-F	171/2.4	1.2	1.8	1.9	1.9
16. KSFX-F	152/2.1	1.8	2.1	2.8	3.1
17. KOME-F	146/2.0	1.9	2.6	2.8	3.1
18. KOIT-F	142/2.0	2.5	2.3	2.6	2.3
19. KYA	141/2.0	2.6	1.0	1.2	1.4
20. KSAN-F	140/2.0	1.9	2.1	2.1	1.9

12+ TSA 1/4	
1. KGO	851
2. KCBS	569
3. KFRC	455
4. KSOL-F	419
5. KNBR	355
6. KMEL-F	352
7. KFOG-F	251
8. KSFO	223
9. KNEW	217
10. KIOI-F	205
. KBAY-F	205
12. KABL-F	202
13. KABL	201
14. KBLX-F	192
15. KYUU-F	185
16. KOME-F	157
17. KOIT-F	154
18. KSFX-F	153
19. KSAN-F	150
20. KYA	145

12+ TSA CUME/MSA CUME RAT	
1. KGO	11171/18.9
2. KCBS	10968/20.0
3. KFRC	10776/18.7
4. KNBR	6737/10.4
5. KMEL-F	5268/11.0
6. KSOL-F	4868/10.6
7. KSFO	4785/ 9.6
8. KIOI-F	4730/10.0
9. KYUU-F	4036/ 8.5
10. KSFX-F	3522/ 7.7
11. KABL-F	3469/ 7.3
12. KNEW	3446/ 7.3
13. KABL	3338/ 7.2
14. KFOG-F	3021/ 6.4
15. KYA	3013/ 6.5
16. KCBS-F	2980/ 6.0
17. KLOK	2934/ 6.1
18. KOIT-F	2750/ 5.9
19. KDIA	2748/ 6.0
20. KOME-F	2719/ 5.6

12+ FM SHARE (METRO): 53.85% (3497 of 6494) (FAL 80: 51.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KMEL-F	1. KMEL-F	1. KGO	1. KGO	1. KGO
2. KFRC	2. KSOL-F	2. KSOL-F	2. KCBS	2. KCBS	2. KCBS
3. KMEL-F	3. KFRC	3. KFRC	3. KNBR	3. KFOG-F	3. KFRC
4. KOME-F	4. KBLX-F	4. KGO	4. KFRC	4. KSFO	4. KNBR
5. KDIA	5. KSFX-F	5. KNBR	5. KYUU-F	5. KBAY-F	5. KABL+
	6. KYUU-F	6. KNBR	KNEW	6. KNBR	6. KSFO
	7. KOME-F	7. KBLX-F	7. KSOL-F	KABL	7. KMEL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	523 (2)	1134 (10)	1657 (12)	25.5
NEWS/TALK	1068 (2)		1068 (2)	16.4
MOR/AC	627 (4)	369 (2)	996 (6)	15.3
BTFL MUSIC	199 (1)	758 (5)	957 (6)	14.7
BLACK/URBAN/JAZZ	137 (1)	689 (4)	826 (5)	12.7
COUNTRY	264 (2)	171 (2)	435 (4)	6.7
CLASSICAL	63 (2)	190 (2)	253 (4)	3.9
BIG BAND	60 (1)	120 (1)	180 (2)	2.8
RELIGION	56 (1)	33 (1)	89 (2)	1.4
SPANISH		33 (1)	33 (1)	0.5
			6494 (44)	

SAN FRANCISCO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. KGO	1. KCBS	1. KSOL-F
2. KCBS	2. KGO	2. KGO
3. KSOL-F	3. KFRC	3. KFRC
4. KFRC	4. KMEL-F	4. KCBS
5. KMEL-F	5. KSOL-F	5. KNEW
6. KNBR	6. KNBR	6. KMEL-F
7. KFOG-F	7. KIOI-F	7. KDIA
8. KNEW	8. KSFO	8. KSFO
9. KSFO	9. KYUU-F	9. KBLX-F
10. KABL	10. KSFX-F	10. KLOK
11. KIOI-F	11. KNEW	
12. KABL-F	12. KABL-F	
13. KBLX-F	13. KABL	
14. KYUU-F	14. KYA	
15. KBAY-F	15. KFOG-F	

ADI FM SHARE: 54.18% (3484 of 6430) (FAL 80: 51.95%)

OTHER RATED STATIONS/METRO SHARE

KARA-F	105.7	Santa Clara	.7
KBRG-F	105.3		.5
KCBS-F	97.3		1.4
KDIA	1310	Oakland	1.9
KEAR-F	106.9		.5
KEEN	1370	San Jose	.8
KEZR-F	106.5	San Jose	1.2
KFAT-F	94.5	Gilroy	.4
KFAX	1100		.8
KDFC-F+	102.1		1.7
KJAZ-F	92.7	Alameda	.9
KKHI-F+	95.7		1.9
KLHT-F	93.3		1.4
KLIV	1590	San Jose	.8
KLOK	1170	San Jose	1.9
KMPX-F	98.9		1.7
KPEN-F	97.7	Los Altos	.4
KREO-F	92.9	Healdsburg	.4
KSJO-F	92.3	San Jose	1.5
KSRO	1350	Santa Rosa	.4
KTIM-F	100.9	San Rafael	.5
KZST-F	100.1	Santa Rosa	.5

AM STATIONS

KABL,	960,	5 KW (DA-1),	BTFL MUS (TM)	,	$105.75	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2),	NEWS	CBS,	$203.75	(CBS Spot)	CBS
KDIA,	1310,	5 KW (DA-1),	BLACK	SBN,	$ 65.00	(Howard)	Viacom
KFRC,	610,	5 KW ,	ROCK	,	$233.62*	(RKO)	RKO
KGO ,	810,	50 KW ,	NEWS	ABC-I,	$197.50	(Blair)	ABC
KNBR,	680,	50 KW ,	MOR	NBC,	$146.25	(Mc-Guild)	NBC
KNEW,	910,	5 KW (DA-N),	COUNTRY	MBS,	$ 75.63*	(Katz)	Malrite
KSFO,	560,	5 KW/1 KW ,	MOR	,	$ 88.00	(MMR)	Golden West
KYA ,	1260,	5 KW/1 KW ,	AC	,	$ 60.00*	(Eastman)	King

FM STATIONS

KABL-F,	98.1,	100 KW @ 940,	BTFL MUS (TM)	,	$105.75	(Christal)	Shamrock
KBLX-F,	102.9,	50 KW @ 1285,	BLACK	,	$ 65.88	(HNW)	Inner City
KCBS-F,	97.3,	82 KW @ 1100,	AOR	,	$ 55.00	(CBS/FM)	CBS
KFOG-F,	104.5,	8 KW @ 1454,	BTFL MUS (Schulke)	,	$ 63.75	(Selcom)	GE
KIOI-F,	101.3,	125 KW @ 1220,	AC/SOFT	,	$ 93.75	(Masla)	Charter
KMEL-F,	106.1,	69 KW @ 1240,	AOR	,	$145.63	(Christal)	Century
KOIT-F,	96.5,	33 KW @ 1410,	BTFL MUS (Bonne)	,	$ 60.00*	(Torbet)	Bonneville
KSAN-F,	94.9,	35 KW @ 1140,	COUNTRY	,	$ 67.50	(Katz)	Malrite
KSFX-F,	103.7,	8 KW @ 1468,	ROCK/AOR	ABC-F,	$131.25	(Blair)	ABC
KSOL-F,	107.7,	6 KW @ 1588,	BLACK	NBN,	$100.00*	(UBC)	United
KYUU F,	99.7,	45 KW @ 1240,	AC	,	$100.00*	(Mc-Guild)	NBC

OTHER STATIONS - SEE SAN JOSE

TV STATIONS

KBHK	SF	44	IND, Field	KTSF	SF	26	IND	KDTV	SF	14	IND
KTVU	Oak	2	IND, Cox	KTZO	SF	20	IND	KGO	SF	7	ABC, ABC
KPIX	SF	5	CBS, Westingh	KVOF	SF	38	IND	KRON	SF	4	NBC, AF Chr

NEWSPAPERS			
	San Francisco Chronicle	M	506,600
	San Francisco Examiner	E	159,325, Hearst
	Oakland Tribune	E	160,755, Gannett

SAN JOSE

Market # 30
Revenue Rank # 31
Income Rank # 22
APR 15.2
SMSA Pop: 1,329,700
CSI: 13.6 Bil (# 24)

Revenue : $ 16,856,698
Income ~~Revenue~~ : $ 1,267,997
% Rev Gain: 9.4
Stations:40/15
Diaries: 1225/1085:1
CSI HH: 28.0 M (# 7)
Standard Error: .570

National Rev: $4,750,798
Nat Rev per Cap: $ 3.57
Tot Rev per Cap: $12.68
Tot Inc per Cap: $ .95
Profit Margin: 7.5%
Retail $: 6.7 Bil (# 25)
Retail Sales %: .221

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S METRO ONLY THE LEADING SAN JOSE METRO STATIONS ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO 1/4/SHARE		SPG 81	WIN 81	FAL 80
1. KBAY-F	118/7.0	6.2	6.0	5.9
2. KLOK	88/5.2	4.8	4.9	4.4
3. KSJO-F	82/4.9	2.0	2.5	2.6
4. KOME-F	80/4.8	7.6	6.8	5.4
5. KEZR-F	76/4.5	5.6	4.7	5.1
6. KLIV	51/3.0	1.6	2.0	2.0
7. KARA-F	47/2.8	3.3	3.5	3.7
8. KEEN	42/2.5	3.4	3.8	4.4
9. KDFC-F+	31/1.9	2.4	1.3	1.3
10. KNTA	27/1.6	.5	1.0	.7

12+ TSA 1/4	
1. KBAY-F	199
2. KOME-F	147
3. KSJO-F	136
4. KLOK	126
5. KEZR-F	88
6. KDFC-F+	62
7. KLIV	57
8. KEEN	55
9. KARA-F	53
10. KFAT-F	49

12+ TSA CUME/MSA CUME RAT	
1. KLOK	2575/15.4
2. KOME-F	2491/13.2
3. KBAY-F	2425/12.2
4. KSJO-F	2241/11.4
5. KEZR-F	1446/11.2
6. KDFC-F+	1316/ 6.2
7. KARA-F	1263/ 9.4
8. KEEN	1164/ 7.6
9. KLIV	1065/ 7.2
10. KFAT-F	1040/ 4.5

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOME-F	1. KSJO-F	1. KLOK	1. KLOK	1. KBAY-F	1. KBAY-F
2. KSJO-F	2. KEZR-F	2. KEZR-F	2. KBAY-F	2. KLIV	2. KLOK
	3. KOME-F	3. KSJO-F	3. KARA-F	3. KEEN	3. KSJO-F
	4. KLOK	4. KOME-F	4. KEZR-F	4. KLOK	4. KOME-F

RADIO STATIONS

KEEN, 1370, 5 KW (DA-2), COUNTRY, $60.00* (MMR) Golden Pacific
KLIV, 1590, 5 KW (DA-N), BIG BAND/NOST (Al Ham), $30.00 (Howard) Empire
KLOK, 1170, 50 KW/5 KW (DA-2), AC, $77.25 (Katz) Davis & Weaver
KNTA, 1430, 1 KW (DA-2), SPANISH, $27.00 (Lotus) Cascade

KARA-F, 105.7, 50 KW @ 1860, AC, $50.00 (Howard) Empire
KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS, $60.00* (MMR) Golden Pacific
KEZR-F, 106.5, 50 KW @ 430, SOFT AOR, $86.50 (Selcom)
KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY, $29.00 (HNW)
KDFC-F+,102.1, 33 KW @ 1260, CLASSICAL, $31.00 (Groskin)
KOME-F, 98.5, 13 KW @ 880, AOR, $113.13 (Torbet) Infinity
KSJO-F, 92.3, 50 KW @ 68, AOR Source, $64.13 (Roslin) Sterling

TV STATIONS

KNTV	San Jose	11	IND
KGSC	San Jose	36	IND, Ralph Wilson

NEWSPAPERS

San Jose Mercury	M	154,983, Knight-Ridder
San Jose News	E	68,000, Knight-Ridder

SEATTLE-TACOMA

Market # 16 (with Tacoma); ADI # 15
Revenue Rank # 11 (Approx)
Income Rank # 11
APR 16.4
SMSA Pop: 2,068,900
CSI: 19.4 Bil (# 14-approx)

Revenue : $39,490,130
Income : $ 3,838,081
% Rev Gain: +10.1
Stations: 32/36
Diaries: 1481/1397:1
CSI HH: 26.2 M (# 14)
Standard Error: .498

National Rev: $12,581,838
Nat Rev per Cap: $6.08
Tot Rev per Cap: $19.09
Tot Inc per Cap: $1.86
Profit Margin: 9.7%
Retail $: 9.2 Bil (# 17-app)
Retail Sales %: .357

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80	FAL 79
1. KIRO	280/9.5	8.1	10.6	8.9	10.2
2. KISW-F	231/7.9	8.7	7.3	5.7	5.7
3. KOMO	198/6.7	6.3	8.3	7.8	9.8
4. KSEA-F	179/6.1	5.2	4.8	5.9	6.2
5. KBLE-F	155/5.3	1.9	---	---	---
6. KZOK-F	119/4.1	2.3	2.9	3.7	4.7
7. KZAM-F	109/3.7	2.8	3.6	4.6	3.0
8. KING-F	107/3.6	2.3	2.5	2.1	3.2
9. KPLZ-F	97/3.3	3.1	3.9	4.0	4.4
10. KVI	92/3.1	4.8	2.4	4.0	4.4
11. KIXI	89/3.0	3.3	3.4	2.6	1.2
12. KBRD-F	87/3.0	2.4	2.2	3.8	2.1
13. KMPS	84/2.9	2.6	2.9	2.5	2.0
14. KNBQ-F	81/2.8	4.2	2.9	2.7	1.2
KJR	81/2.8	4.7	5.2	4.9	6.0

12+ TSA 1/4	
1. KIRO	373
2. KISW-F	283
3. KOMO	244
4. KSEA-F	224
5. KBLE-F	166
6. KBRD-F	139
7. KZOK-F	137
8. KING-F	117
9. KZAM-F	115
KPLZ-F	115
11. KVI	107
12. KNBQ-F	106
13. KEZX-F	104
14. KJR	102
KING	102

12+ TSA CUME/MSA CUME RAT	
1. KIRO	5856/25.8
2. KOMO	4530/19.9
3. KISW-F	3132/13.8
4. KJR	2913/13.5
5. KING	2646/11.0
6. KSEA-F	2585/10.8
7. KBLE-F	2542/13.1
8. KVI	2245/11.0
9. KZOK-F	2241/10.2
10. KZAM-F	1929/ 9.7
11. KIXI-F	1805/ 8.5
12. KBRD-F	1721/ 6.8
13. KYYX-F	1710/ 8.2
14. KING-F	1681/ 8.4
15. KPLZ-F	1534/ 7.4

12+ FM SHARE (METRO): 57.30% (1574 of 2747) (O/N 80: 49.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO
2. KBLE-F	2. KZAM-F	2. KIRO	2. KOMO	2. KOMO	2. KOMO
3. KJR	3. KZOK-F	3. KZAM-F	3. KING-F	3. KSEA-F	3. KISW-F
4. KZOK-F	4. KBLE-F	4. KBLE-F	4. KZAM-F	4. KBRD-F	4. KMPS+
5. KNBQ-F	5. KPLZ-F	5. KZOK-F	5. KPLZ-F	5. KING-F	5. KSEA-F
6. KYYX-F	6. KIRO	6. KPLZ-F	6. KVI	6. KIXI	6. KBLE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	181 (4)	862 (7)	1043 (11)	37.8
MOR/AC	309 (4)	74 (1)	383 (5)	13.9
NEWS/TALK	372 (2)		372 (2)	13.5
BTFL MUSIC		329 (3)	329 (3)	12.0
COUNTRY	148 (4)	143 (2)	291 (6)	10.6
CLASSICAL		107 (1)	107 (1)	3.9
RELIGION	31 (1)	59 (1)	90 (2)	3.3
BIG BAND/NOST	89 (1)		89 (1)	3.2
JAZZ/BLACK	43 (1)		43 (1)	1.6
			2747 (32)	

SEATTLE-TACOMA ADI

12+ ADI 1/4 | **12+ ADI CUME**

RANKING IS THE SAME AS TSA.

MSA EXCL CUME

1. KIRO
2. KISW-F
3. KOMO
4. KBIQ
5. KBLE-F
6. KSEA-F
7. KING
8. KJR
9. KMPS-F
10. KVI

OTHER RATED STATIONS/METRO SHARE

KAYO	1150		.8
KBIQ-F	105.3	Edmonds	2.0
KEZX-F	98.9		2.1
KGDN	630	Edmonds	1.1
KING	1090		2.7
KIXI-F	95.7		2.5
KJZZ	1540		1.5
KKFX	1250		.4
KMO	1360	Tacoma	.8
KMPS-F	94.1		2.7
KRPM-F	106.1	Tacoma	2.2
KTAC	850	Tacoma	1.1
KTNT	1400	Tacoma	.6
KWYZ	1230	Everett	.6
KXA	770		1.7
KYYX-F	96.5		2.4
KZOK	1590		.6

ADI FM SHARE: 56.16% (1988 of 3540) (O/N 80: 49.08%)

AM STATIONS

KING,	1090,	50 KW (DA-2),	AC	,	$ 55.75	(Blair)	King
KIRO,	710,	50 KW (DA-N),	NEWS	CBS,MBS,	$ 90.00*	(Torbet)	Bonneville
KIXI,	910,	1 KW (DA-1),	BIG BAND/NOST (Al Ham)	,	$ 30.00*	(Christal)	
KJR ,	950,	5 KW (DA-N),	CONTEMP	,	$ 76.25	(Mc-Guild)	Metromedia
KMPS,	1300,	5 KW (DA-N),	COUNTRY	,	$ 40.25	(Eastman)	Affiliated
KOMO,	1000,	50 KW (DA-N),	MOR	ABC-I,	$109.00	(Katz)	Fisher
KVI ,	570,	5 KW ,	TALK/NEWS	MBS,	$ 50.00	(MMR)	Golden West

FM STATIONS

KBIQ-F,	105.3,	115 KW @ 721,	RELIGION	,	$ 22.00	(----)	
KBLE-F,	93.3,	100 KW @ ? ? ,	ROCK	,	$ 50.00*	(RKO)	First Media
KBRD-F,	103.7,	100 KW @ 1675,	BTFL MUS (Schulke ?)	,	$ 51.36	(Masla)	Entercom
KEZX-F,	98.9,	100 KW @ 1070,	BTFL MUS (FM-100)	ABC-E,	$ 22.75	(HNW)	Park
KING-F,	98.1,	100 KW @ 700,	CLASSICAL/JAZZ	,	$ 32.00*	(Blair)	King
KISW-F,	99.9,	100 KW @ 1200,	AOR (Burk-Abr)	,	$ 80.00*	(Mc-Guild)	Kaye-Smith
KIXI-F,	95.7,	100 KW @ 1100,	AC	,	$ 30.00*	(Christal)	
KMPS-F,	94.1,	100 KW @ 1165,	COUNTRY	,	$ 40.25	(Eastman)	Affiliated
KNBQ-F,	97.3,	100 KW @ 1165,	ROCK	,	$ 39.25	(Howard)	Tacoma Tribune
KPLZ-F,	101.5,	100 KW @ 1200,	ROCK	RKO,	$ 30.00*	(MMR)	Golden West
KSEA-F,	100.7,	100 KW @ 730,	BTFL MUS (Bonne)	,	$ 80.00*	(Torbet)	Bonneville
KZAM-F,	92.5,	100 KW @ 1100,	ROCK	ABC-F,	$ 49.50*	(Selcom)	Sandusky
KZOK-F,	102.5,	100 KW @ 1165,	AOR	Source,	$ 44.00	(CBS/FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	197,123, Hearst
Seattle Times	E	253,984
Everett Herald	E	61,037, Post-Newsweek
Tacoma News Tribune	E	107,860

SHREVEPORT

Market # 106
Revenue Rank # 78
Income Rank # 63
APR 14.9
SMSA Pop: 376,000
CSI: 2.7 Bil (# 112)

Revenue : $6,749,434
Income : $ 442,675
% Rev Gain: +5.5
Stations: 14/16
Diaries: 754/499:1
CSI HH: 20.3 M (# 202)
Standard Error: .678

National Rev: $1,442,623
Nat Rev per Cap: $3.84
Tot Rev per Cap: $17.95
Tot Inc per Cap: $1.18
Profit Margin: 6.6%
Retail $: 1.6 Bil (# 106)
Retail Sales %: .361

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80
1. KRMD-F+	84/18.3	14.1	16.1	16.5
2. KOKA	60/13.1	15.8	17.8	15.9
3. KDKS-F	51/11.1	6.9	---	---
4. KWKH	48/10.5	12.9	10.0	17.3
5. KCOZ-F	39/ 8.5	10.7	11.0	10.0
6. KEEL	38/ 8.3	9.8	13.0	14.5
KROK-F	38/ 8.3	7.2	6.1	6.1
8. KMBQ-F	35/ 7.6	8.4	8.6	7.0
KCIJ	35/ 7.6	7.9	11.0	6.4
10. KBCL	6/ 1.3	1.0	---	1.4

12+ TSA 1/4	
1. KRMD-F+	143
2. KWKH	98
3. KEEL	70
4. KOKA	68
5. KROK-F	65
6. KCOZ-F	64
7. KDKS-F	57
8. KCIJ	44
9. KMBQ-F	37
10. KTAL-F	9

12+ TSA CUME/MSA CUME RAT	
1. KRMD-F+	1614/29.7
2. KWKH	1602/23.1
3. KEEL	1121/21.3
4. KROK	854/15.4
5. KOKA	829/22.0
6. KDKS-F	671/16.1
7. KCOZ-F	644/15.2
8. KCIJ	468/10.8
9. KMBQ-F	359/11.2
10. KEPT-F	154/ 4.2

12+ FM SHARE (METRO): 48.76% (218 of 447) (O/N 80: 35.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KDKS-F	1. KRMD-F+	1. KRMD-F+	1. KRMD-F+	1. KWKH
2. KDKS-F	2. KMBQ-F	2. KOKA	2. KOKA	2. KWKH	2. KRMD-F+
3. KROK	3. KOKA	3. KDKS-F	3. KDKS-F	3. KCOZ-F	3. KEEL

OTHER RATED STATIONS/METRO SHARE

KASO 1240 Minden .9
KEPT-F 96.5 .9
KTAL-F 98.1 1.1

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (1)	124 (3)	162 (4)	36.2
COUNTRY	86 (2)	46 (1)	132 (3)	29.5
BLACK	60 (1)		60 (1)	13.4
BTFL MUSIC		39 (1)	39 (1)	8.7
RELIGION/GOSPEL	35 (1)	4 (1)	39 (2)	8.7
UNKNOWN	4 (1)	5 (1)	9 (2)	2.0
MOR/AC	6 (1)		6 (1)	1.3
			447 (14)	

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS) , BLACK - , $ 8.00 (Savalli)
KEEL, 710, 50 KW/5 KW (DA-2) , CONTEMP/AC ABC-I, $38.50* (Mc-Guild) Multimedia
KOKA, 1550, 10 KW/500 W (DA-N), BLACK ABC-C, $24.50* (Howard)
KWKH, 1130, 50 KW (DA-N) , COUNTRY ABC-E, $35.00* (Torbet) Great Empire

KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Schulke) , $18.25* (Howard)
KDKS-F, 92.1, 3 KW @ 300, AOR , $22.00 (----) (BENTON)
KMBQ-F, 93.7, 100 KW @ 350, AOR ABC-I, $38.50* (Mc-Guild) Multimedia
KRMD-F+,101.1, 100 KW @ 1000, COUNTRY (Burk-Abr) , $43.50* (Katz)
KROK-F, 94.5, 100 KW @ 400, ROCK ABC-F, $25.00* (Torbet) Great Empire

TV STATIONS

KSLA	Shreveport	12	CBS
KTAL	Terarkana	6	NBC, Camden News
KTBS	Shreveport	3	ABC

NEWSPAPERS

Shreveport Journal	E	33,988, Gannett
Shreveport Times	M	87,822, Gannett

SPOKANE

Market # 111
Revenue Rank # 86
Income Rank # 320
APR 14.8
SMSA Pop: 356,100
CSI: 2.8 Bil (# 106)

Revenue : $6,117,057
Income : $ -233,383
% Rev Gain: +20.9
Stations: 15/16
Diaries: 674/528:1
CSI HH: 21.5 M (# 143)
Standard Error: .706

National Rev: $1,790,941
Nat Rev per Cap: $5.03
Tot Rev per Cap: $17.18
Tot Inc per Cap: $-.66
Profit Margin: ---
Retail $: 1.5 Bil (# 112)
Retail Sales %: .344

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KXLY-F	51/11.9	9.8	8.4	9.6	6.7
2. KJRB	48/11.2	12.9	13.2	12.3	15.5
3. KHQ-F	45/10.5	10.2	7.4	10.9	7.5
4. KREM-F	41/ 9.6	12.9	10.0	9.1	10.9
5. KHQ	34/ 7.9	6.9	7.9	8.4	8.3
6. KEZE-F	27/ 6.3	6.2	7.9	9.6	14.2
7. KSPO	26/ 6.1	9.6	6.7	6.2	4.1
8. KZUN-F	25/ 5.8	4.7	5.3	3.2	3.4
KGA	25/ 5.8	6.2	6.5	7.7	7.0
10. KXXR	22/ 5.1	4.0	3.9	4.0	.8

12+ TSA 1/4	
1. KHQ-F	84
2. KXLY-F	81
3. KREM-F	61
4. KJRB	56
5. KHQ	55
6. KZUN-F	42
7. KGA	36
8. KDRK-F	33
9. KEZE-F	28
10. KSPO	26

12+ TSA CUME/MSA CUME RAT	
1. KHQ-F	1219/22.4
2. KJRB	1032/26.9
3. KHQ	930/21.3
4. KXLY-F	870/19.1
KREM-F	870/19.8
6. KGA	778/16.7
7. KDRK-F	579/ 7.2
8. KZUN-F	575/10.5
9. KREM	480/14.5
10. KSPO	425/14.7

12+ FM SHARE (METRO): 51.14% (202 of 395) (O/N 80: 46.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KXLY-F	1. KXLY-F	1. KHQ
2. KHQ-F	2. KHQ-F	2. KHQ-F	2. KREM-F	2. KGA	2. KJRB
	3. KJRB	3. KJRB	3. KHQ	3. KHQ	3. KHQ-F

OTHER RATED STATIONS/METRO SHARE

KDRK-F	93.7	3.0
KXLY	920	2.8
KREM	970	4.7
KZUN	96.1	Opportunity .7
KUDY	1280	.7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	113 (3)	161 (4)	40.8
COUNTRY	62 (3)	38 (2)	100 (5)	25.3
BTFL MUSIC		51 (1)	51 (1)	12.9
MOR/AC	35 (3)		35 (3)	8.9
NEWS/TALK	26 (1)		26 (1)	6.6
BIG BAND	22 (1)		22 (1)	5.6
			395 (15)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N) , COUNTRY , $35.50 (Eastman) Comm Pacific
KHQ , 590, 5 KW , MOR NBC, $27.00 (Katz) Spok Chronicle
KJRB, 790, 5 KW (DA-N) , ROCK (Burk-Abr) , $29.23 (Mc-Guild) Kaye-Smith
KREM, 970, 5 KW/1 KW (DA-N), AC , $28.00 (Blair) King
KSPO, 1230, 1 KW/250 W , NEWS/TALK MBS, $16.88 (Lotus)
KXXR, 1440, 5 KW (DAYS) , BIG BAND/NOST (Al Ham) , $11.00 (Roslin)

KDRK-F, 93.7, 56 KW @ 2380, COUNTRY , $31.07 (Eastman) Comm Pacific
KEZE-F, 105.7, 41 KW @ 580, AOR (Burk-Abr) , $20.88 (Mc-Guild) Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030, ROCK (TM) , $25.00 (Katz) Spok Chronicle
KREM-F, 92.9, 81 KW @ 2100, AOR , $28.00 (Blair) King
KXLY-F, 99.9, 25 KW @ 3010, BTFL MUS (Churchill) , $28.00 (Torbet) Morgan Murphy
KZUN-F, 96.1, 56 KW @ 2380, COUNTRY (?) , $22.00 (----)

TV STATIONS			
KHQ	Spokane	6	NBC, Spokane Chronicle
KXLY	Spokane	4	ABC, Morgan Murphy
KREM	Spokane	2	CBS, King

NEWSPAPERS		
Spokane Chronicle	E	61,580
Spokane Spokesman-Review	M	76,648

SPRINGFIELD, MA

Market # 80 (county # 71)	Revenue : $ 5,996,737	National Rev: $1,773,513
Revenue Rank # 88	Income : $ -277,138	Nat Rev per Cap: $3.35
Income Rank # 327	% Rev Gain: 8.3	Tot Rev per Cap: $11.34
APR 18.0	Stations: 27/13	Tot Inc per Cap: $-.52
SMSA Pop: 529,000	Diaries: 809/654:1	Profit Margin: —
CSI: 4.6 Bil (# 69)	CSI HH: 22.8 M (# 84)	Retail $: 2.4 Bil (# 75)
	Standard Error: .711	Retail Sales %: .200

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WHYN-F	111/12.5	13.9	14.0	13.8
2. WHYN	91/10.2	10.9	11.5	10.9
3. WMAS-F	69/ 7.8	11.1	10.6	7.5
4. WMAS	65/ 7.3	10.5	9.3	9.9
5. WCCC-F	53/ 6.0	6.0	7.6	8.1
6. WAQY-F	44/ 4.9	5.3	6.8	8.0
7. WTIC	33/ 3.7	3.4	4.3	3.4
8. WSPR	31/ 3.5	2.9	2.9	4.7
9. WTIC-F	29/ 3.3	.8	1.0	.4
10. WRCH-F	26/ 2.9	3.1	3.1	4.4

12+ TSA 1/4	
1. WHYN-F	130
2. WHYN	94
3. WMAS-F	75
WCCC-F	75
5. WTIC	66
6. WMAS	65
7. WAQY-F	48
8. WAAF-F	39
9. WRCH-F	37
10. WTIC-F	36

12+ TSA CUME/MSA CUME RAT	
1. WHYN	1578/30.0
2. WHYN-F	1286/22.3
3. WAQY-F	1146/18.9
4. WCCC-F	1105/16.6
5. WMAS-F	1103/20.2
6. WTIC	1069/14.2
7. WMAS	769/15.6
8. WTIC-F	702/10.9
9. WSPR	648/13.0
10. WRCH-F	620/ 8.3

12+ FM SHARE (METRO): 56.98% (445 of 781) (O/N 80: 58.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAQY-F	1. WCCC-F	1. WHYN	1. WHYN	1. WHYN-F	1. WTIC
2. WCCC-F	2. WHYN	2. WHYN-F	2. WHYN-F	2. WMAS	2. WHYN
3. WTIC,WHYN	3. WMAS-F	3. WMAS-F	3. WMAS-F	3. WHYN	3. WHYN-F
WMAS-F	4. WAQY-F	4. WCCC-F		4. WMAS-F	4. WMAS-F

OTHER RATED STATIONS/METRO SHARE

WACE	730	Chicopee	.4
WARE	1250	Ware	1.5
WHMP	1400	Northhampton	2.5
WHMP-F	99.3	Northhampton	2.2
WIXY	1600	E. Longmeadow	2.4
WLDM	1570	Westfield	2.6
WQXQ	1490		.4
WREB	930	Holyoke	2.4
WTTT	1430	Amherst	.8
WAAF-F	107.3	Worcester	2.8
WDRC	1360	Hartford	.1
WDRC-F	102.9	Hartford	1.5
WHCN-F	105.9	Hartford	1.2
WIOF-F	104.1	Waterbury	.8
WKSS-F	95.7	Hartford	1.8
WSRS-F	96.1	Worcester	1.2
WWYZ-F	92.5	Waterbury	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	5 (2)	264 (8)	269 (10)	34.4
MOR/AC	234 (7)	17 (2)	251 (9)	32.1
BTFL MUSIC		164 (4)	164 (4)	21.0
BIG BAND/NOSTALGIA	65 (1)		65 (1)	8.3
COUNTRY	21 (1)		21 (1)	2.7
UNKNOWN	7 (1)		7 (1)	0.9
RELIGION	4 (1)		4 (1)	0.5
			781 (27)	

RADIO STATIONS

WHYN, 560, 5 KW/1 KW (DA-2), CONTEMP/AC, $55.35 (Blair) Affiliated
WMAS, 1450, 1 KW/250 W, BIG BAND/NOST (Al Ham)MBS, $30.00* (Torbet)
WSPR, 1270, 5 KW/1 KW (DA-1), MOR ABC-E, $17.00 (Lotus)

WAQY-F, 102.1, 27 KW @ 650, ROCK/AOR ABC-C, $34.00* (Mc-Guild) Executive
WHYN-F, 93.1, 9 KW @ 970, BTFL MUS, $55.35 (Blair) Affiliated
WMAS-F, 94.7, 50 KW @ 360, ROCK, $40.00* (Torbet)

Other Stations - See Hartford or Worcester

B-158

TV STATIONS WHYN Springfield 40 ABC, Gannett WWLP Springfield 22 NBC

NEWSPAPERS Springfield News E 75,729, Newhouse Springfield Union M 72,195, Newhouse

STOCKTON

Market # 113
Revenue Rank # 162
Income Rank # 82
APR 15.1
SMSA Pop: 331,600
CSI: 2.5 Bil (# 117)

Revenue : $ 2,996,267
Income : $ 342,220
% Rev Gain: 10.4
Stations: 24/8
Diaries: 717/462:1
CSI HH: 21.8 M (# 129)
Standard Error: .717

National Rev: $ 688,521
Nat Rev per Cap: $ 2.08
Tot Rev per Cap: $ 9.04
Tot Inc per Cap: $ 1.03
Profit Margin: 11.4%
Retail $: 1.5 Bil (# 116)
Retail Sales %: .177

12+ METRO	1/4/SHARE	SPG 81	FAL 80	A/M 80
1. KRAK	43/9.6	12.2	9.9	13.6
2. KJAX-F	41/9.1	8.5	10.7	9.6
3. KNBR	36/8.0	4.6	7.0	7.2
4. KJOY	30/6.7	4.6	8.6	6.6
5. KCBS	27/6.0	5.1	5.5	5.9
6. KHOP-F	26/5.8	7.6	8.1	8.2
7. KSTN-F	22/4.9	8.3	6.0	3.2
8. KWIN-F	20/4.4	3.9	2.6	2.4
9. KQKK-F	18/4.0	2.5	1.0	1.1
10. KSTN	17/3.8	4.2	2.9	5.3

NOTE: THE STOCKTON TSA AND MSA ARE THE SAME.

12+ CUME/CUME RATING	
1. KJOY	499/16.8
2. KRAK	484/16.3
3. KHOP-F	445/15.0
4. KJAX-F	428/14.4
5. KNBR	422/14.2
6. KCBS	414/13.9
7. KSTN	350/11.8
8. KWIN-F	317/10.7
9. KFRC	310/10.4
10. KSTN-F	235/ 7.9

12+ FM SHARE: 49.87% (196 of 393) (FAL 80: 47.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KJOY	1. KRAK	1. KRAK	1. KJAX-F	1. KRAK
2. KZAP-F	2. KRAK	2. KNBR	2. KNBR	2. KRAK	2. KNBR
KSTN	3. KWIN-F	3. KJOY	3. KJAX-F	3. KNBR	3. KJAX-F

OTHER RATED STATIONS/METRO SHARE

KFMR-F	100.1		2.2
KWG	1230		1.1
KWGF-F	100.9	Tracy	2.2
KBEE-F	103.3	Modesto	2.0
KEWT-F	105.1	Sacramento	1.6
KFBK	1530	Sacramento	.7
KFIV-F	102.3	Modesto	.9
KOSO-F	93.1	Patterson	3.1
KTRB	860	Modesto	.9
KWOD-F	106.5	Sacramento	.4
KZAP-F	98.5	Sacramento	2.9
KFRC	610	San Francisco	2.2
KGO	810	San Francisco	3.3
KOFY	1050	San Mates	

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	57 (3)	89 (7)	146 (10)	37.2
COUNTRY	52 (3)	28 (2)	80 (5)	20.4
BTFL MUSIC		57 (3)	57 (3)	14.5
NEWS/TALK	45 (3)		45 (3)	11.5
MOR/AC	36 (1)		36 (1)	9.2
SPANISH	7 (1)	22 (1)	29 (2)	7.4
			393 (24)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N) , ROCK , $47.25 (Mc-Guild)
KSTN, 1430, 5 KW/1 KW (DA-2), CONTEMP , $20.00* (Howard)

KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM) , $47.25 (Mc-Guild)
KQKK-F, 96.7, 3 KW @ 320, COUNTRY , $12.63 (Christal)
KSTN-F, 107.3, 8 KW @ 1610, SPANISH , $ 7.00* (Howard)
KWIN-F, 97.7, 3 KW @ 300, ROCK , $22.00 (Masla)

KHOP-F - See Modesto

Other stations - See Sacramento and San Francisco

ADI, NEWSPAPERS AND TV STATIONS SEE SACRAMENTO

SYRACUSE

Market # 62
Revenue Rank # 74
Income Rank # 350
APR 15.6
SMSA Pop: 651,200
CSI: 5.0 Bil (# 64)

Revenue : $7,309,171
Income : $ -411,282
% Rev Gain: 4.1
Stations: 22/21
Diaries: 984/662:1
CSI HH: 22.2 M (# 65)
Standard Error: .607

National Rev: $2,122,621
Nat Rev per Cap: $3.26
Tot Rev per Cap: $11.22
Tot Inc per Cap: $-.63
Profit Margin: ---
Retail $: 2.7 Bil (# 65)
Retail Sales %: .226

12+ METRO	1/4/SHARE	SPG 81	O/N 80	A/M 80	O/N 79
1. WSYR-F	114/13.8	12.1	9.6	8.7	3.3
2. WSYR	107/13.0	14.6	14.7	15.5	18.0
3. WHEN	88/10.7	10.1	11.3	10.3	7.7
4. WKFM-F	61/ 7.4	4.5	4.7	4.8	4.8
5. WFBL	60/ 7.3	7.9	2.3	3.8	6.1
6. WSEN-F+	52/ 6.3	8.0	9.3	6.4	5.6
7. WNTQ-F	41/ 5.0	3.8	5.4	6.7	6.8
8. WNDR	39/ 4.7	5.5	5.1	5.0	7.1
9. WEZG-F	33/ 4.0	3.7	6.2	5.5	6.1
10. WAQX-F	30/ 3.6	6.4	5.7	5.4	6.8

12+ TSA 1/4	
1. WSYR-F	147
2. WHEN	124
3. WSYR	119
4. WFBL	66
5. WKFM-F	65
6. WSEN-F+	64
7. WNTQ-F	60
8. WNDR	42
9. WRRB-F	34
WOUR-F	34

12+ TSA CUME/MSA CUME RAT	
1. WHEN	2162/29.5
2. WSYR-F	1963/26.2
3. WSYR	1923/31.9
4. WKFM-F	928/16.1
5. WFBL	913/15.2
6. WSEN-F+	825/13.5
7. WNTQ-F	762/ 9.5
8. WNDR	746/13.1
9. WAQX-F	704/11.5
10. WEZG-F	558/10.4

12+ FM SHARE (METRO): 52.39% (394 of 752) (O/N 80: 50.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WSYR-F	1. WHEN	1. WSYR	1. WSYR
2. WKFM-F	2. WHEN	2. WHEN	2. WSYR	2. WFBL	2. WHEN
3. WAQX-F	3. WKFM-F	3. WKFM-F	3. WSEN-F+	3. WSEN-F+	3. WSYR-F
4. WRCK-F	4. WAQX-F	4. WSYR	4. WKFM-F	4. WHEN	4. WFBL

OTHER RATED STATIONS/METRO SHARE

WEZG	1220		.4
WRRB-F	107.9		3.6
WKGW-F	104.3	Utica	1.1
WMHR-F	102.9		.5
WSGO+	1440	Oswego	2.0
WOUR-F	96.9	Utica	2.1
WOLF	1490		1.7
WSCP	1070	Sandy Cr	1.5
WNOZ-F	99.9	Cortland	.5
WRCK-F	107.3	Utica	2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		252 (7)	252 (7)	33.5
MOR/AC	249 (4)	2 (1)	251 (5)	33.4
COUNTRY	46 (3)	62 (2)	108 (5)	14.4
BTFL MUSIC	3 (1)	74 (2)	77 (3)	10.2
BIG BAND/NOST	60 (1)		60 (1)	8.0
RELIGION		4 (1)	4 (1)	0.5
			752 (22)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N), BIG BAND/NOST (Al Ham) ABC-C, $29.50 (Howard) McMillan Oil
WHEN, 620, 5 KW/1 KW (DA-N), AC ABC-E, $72.00 (Katz) Park
WNDR, 1260, 5 KW (DA-N), AC CBS, $56.50 (Mc-Guild) Mc-Guild)
WSYR, 570, 5 KW (DA-2), MOR NBC, $54.50 (MMR) Newhouse

WAQX-F, 95.3, 3 KW @ 300, AOR ABC-F, $38.00 (Masla)
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke) , $34.00 (Eastman) Sky
WKFM-F, 104.7, 50 KW @ 310, ROCK (TM) , $21.50 (Selcom)
WNTQ-F, 93.1, 100 KW @ 660, BTFL MUS (Bonne) , $56.50 (Mc-Guild) Mc-Guild
WRRB-F, 107.9, 50 KW @ 500, COUNTRY , $72.00 (Katz) Park
WSEN-F+, 92.1, 3 KW @ 300, COUNTRY ABC-I, $35.00* (Blair) Buckley
WSYR-F, 94.5, 100 KW @ 650, AOR (Burk-Abr) , $50.00* (MMR) Newhouse
WOUR-F, 96.9, 16 KW @ 800, AOR Source, $20.00 (Roslin) (UTICA)

TV STATIONS

WIXT Syracuse 9 ABC, NY Coke
WTVH Syracuse 5 CBS, Meredith
WSTM Syracuse 3 NBC, Newhouse

NEWSPAPERS

Syracuse Herald Journal E 113,678, Newhouse
Syracuse Post Standard M 82,121, Newhouse

TAMPA-ST. PETE

Market # 23; ADI # 18
Revenue Rank # 27
Income Rank # 81
APR 17.6
SMSA Pop: 1,604,500
CSI: 11.4 Bil (# 28)

Revenue : $19,554,482
Income : $ 344,685
% Rev Gain: +25.2
Stations: 25/30
Diaries: 1350/1189:1
CSI HH: 16.6 M (# 323)
Standard Error: .540

National Rev: $6,026,374
Nat Rev per Cap: $3.76
Tot Rev per Cap: $12.19
Tot Inc per Cap: $ .21
Profit Margin: 1.8%
Retail $: 7.3 Bil (# 24)
Retail Sales %: .221

12+ METRO		1/4/SHARE	SPG 81	WIN 81	O/N 80
1.	WRBQ-F	246/9.7	8.8	6.1	5.5
2.	WQYK-F	213/8.4	9.3	8.1	9.7
	WWBA-F	213/8.4	10.5	9.6	10.6
4.	WSUN	185/7.3	6.9	6.3	6.5
5.	WJYW-F	183/7.2	7.8	9.1	7.3
6.	WFLA-F	144/5.7	5.1	5.0	6.0
7.	WFLA	128/5.1	4.1	5.5	5.7
8.	WYNF-F	126/5.0	3.6	3.7	3.9
9.	WQXM-F	125/4.9	6.9	5.9	4.6
10.	WCKX-F	117/4.6	6.0	8.2	5.9
11.	WDAE	116/4.6	2.3	2.8	4.1
12.	WTMP	87/3.4	3.3	2.0	2.1
13.	WGUL	74/2.9	1.2	2.1	1.8
14.	WSRZ-F	70/2.8	2.0	2.2	2.4
15.	WPLP	59/2.3	2.8	3.3	2.7

12+ TSA 1/4		
1.	WRBQ-F	328
2.	WQYK-F	273
3.	WWBA-F	247
4.	WSUN	242
5.	WFLA-F	232
6.	WJYW-F	206
7.	WYNF-F	195
8.	WFLA	148
9.	WQXM-F	143
10.	WCKX-F	135
11.	WDAE	117
12.	WSRZ-F	101
13.	WTMP	96
14.	WDUV-F	84
15.	WGUL	74

12+ TSA CUME/MSA CUME RAT		
1.	WRBQ-F	4159/20.3
2.	WSUN	3447/16.6
3.	WFLA-F	2911/14.5
4.	WQYK-F	2796/14.5
5.	WFLA	2606/15.2
6.	WJYW-F	2481/14.7
7.	WWBA-F	2449/14.0
8.	WYNF-F	2441/11.0
9.	WCKX-F	2409/13.1
10.	WQXM-F	2213/12.5
11.	WDAE	1902/12.5
12.	WDUV-F	1304/ 3.1
13.	WSRZ-F	1247/ 6.3
14.	WTMP	1182/ 7.1
15.	WNSI	1119/ 6.4

12+ FM SHARE (METRO): 63.67% (1479 of 2323) (O/N 80: 62.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WQYK-F	1. WRBQ-F
2. WRBQ-F	2. WYNF-F	2. WYNF-F	2. WQYK-F	2. WWBA-F	2. WQYK-F
3. WCKX-F	3. WQXM-F	3. WQYK-F	3. WSUN	3. WJYW-F	3. WSUN
4. WTMP	4. WCKX-F	4. WCKX-F	4. WJYW-F	4. WSUN	4. WFLA
WYNF-F	5. WSRZ-F	5. WQXM-F	5. WFLA	5. WDAE	5. WWBA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		684 (5)	684 (5)	29.4
BTFL MUSIC	58 (2)	555 (4)	613 (6)	26.4
COUNTRY	204 (2)	213 (1)	417 (3)	18.0
MOR/AC	272 (3)	13 (1)	285 (4)	12.3
BLACK	130 (2)		130 (2)	5.6
NEWS/TALK	97 (2)		97 (2)	4.2
BIG BAND/NOST	83 (2)	14 (1)	97 (3)	4.2
			2323 (25)	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F
2. WQYK-F	2. WSUN	2. WQYK-F
3. WWBA-F	3. WFLA-F	3. WSUN
4. WFLA-F	4. WQYK-F	4. WWBA-F
5. WSUN	5. WFLA	5. WJYW-F
6. WJYW-F	6. WJYW-F	6. WFLA-F
7. WYNF-F	7. WYNF-F	7. WTMP
8. WQXM-F	8. WCKX-F	8. WFLA
9. WFLA	9. WWBA-F	9. WDAE
10. WCKX-F	10. WQXM-F	10. WQXM-F
11. WDAE	11. WDAE	
12. WSRZ-F	12. WSRZ-F	
13. WTMP	13. WTMP	
14. WGUL	14. WNSI	
15. WVFM-F	15. WPLP	

OTHER RATED STATIONS/METRO SHARE			
WAZE	860	Clearwater	1.1
WHBS-F	106.5	Holiday	.6
WNSI	1380		1.5
WPLA	910	Plant City	.7
WPSO-F	105.5	New Port Richey	.5
WRXB	1590		1.7
WTAN	1340	Clearwater	.7
WTYM	1300		.4
WWLF	680		1.6
WDUV-F	103.3	Bradenton	.6

ADI FM SHARE: 67.32% (2017 of 2996) (O/N 80: 64.30%)

AM STATIONS

WDAE, 1250, 5 KW (DA-N), BIG BAND/MOR ABC-I, $40.00* (Katz) Taft
WFLA, 970, 5 KW (DA-N), MOR NBC, $57.19 (Blair) Media Gen
WGUL, 1500, 250 W (DAYS), BIG BAND/NOST (Al Ham) , $14.70 (Southern)
WNSI, 1380, 5 KW (DA-N), NEWS/TALK CBS, $30.00* (Eastman) Har-Hanks

WPLP, 570, 500 W (DA-2), NEWS MBS, $25.00* (Lotus)
WSUN, 620, 5 KW (DA-N), COUNTRY ABC-E, $65.00* (Mc-Guild) Plough
WTMP, 1150, 5 KW/2.5 KW (DA-2), BLACK SBN, $37.00 (----) Gulf South

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, ROCK , $76.25 (Selcom) Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS (Schulke) , $57.19 (Blair) Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne) , $55.00* (Christal) Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr) Source, $64.80* (Mc-Guild) Plough
WQYK-F, 99.5, 100 KW @ 550, COUNTRY , $53.75* (Torbet) Lake Huron

WRBQ-F, 104.7, 100 KW @ 555, ROCK , $94.50* (Eastman) Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS , $90.00* (MMR) Metromedia
WYNF-F, 94.9, 100 KW @ 1460, ROCK/AOR ABC-F, $45.00* (Katz) Taft
WDUV-F, 103.3, 100 KW @ 500, BTFL MUS ABC-I, $68.00 (Masla) (BRADENTON)
WSRZ-F, 102.5, 100 KW @ 570, AOR , $42.75 (Mc-Guild) Cosmos (SARASOTA)

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXLT	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times (M - 208,079), Independent (E - 39,752)
Sarasota Herald-Tribune (M - 73,952), Journal (E - 7,694)
Tampa Tribune (M - 39,622), Times (E - 24,120), Media General
Clearwater Sun E 38,154

TOLEDO

Market # 54
Revenue Rank # 59
Income Rank # 53
APR 17.6
SMSA Pop: 783,700
CSI: 6.7 Bil (# 46)

Revenue : $ 9,283,733
Income : $ 490,868
% Rev Gain: 4.4
Stations: 23/16
Diaries: 1073/730:1
CSI HH: 23.6 M (# 53)
Standard Error: .607

National Rev: $ 1,611,844
Nat Rev per Cap: $ 2.06
Tot Rev per Cap: $ 11.83
Tot Inc per Cap: $ .63
Profit Margin: 5.3%
Retail $: 3.4 Bil (# 53)
Retail Sales %: .256

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WLQR-F	148/12.9	13.1	16.0	10.8	15.4
2. WSPD	135/11.8	10.3	11.3	9.8	10.3
WIOT-F	135/11.8	14.2	14.9	15.1	19.7
4. WMHE-F	117/10.2	11.0	8.6	8.6	7.4
5. WTOD	89/ 7.8	8.4	6.9	9.2	9.0
6. WJR	76/ 6.6	8.3	5.7	5.9	5.6
7. WKLR-F	59/ 5.2	3.8	1.9	4.6	1.9
8. WXEZ-F	51/ 4.5	1.7	3.5	7.1	4.3
9. WOHO	48/ 4.2	4.6	8.7	7.6	4.4
10. CKLW	29/ 2.5	2.4	3.1	2.3	2.4

12+ TSA 1/4	
1. WLQR-F	182
2. WIOT-F	179
3. WSPD	140
4. WMHE-F	139
5. WTOD	119
6. WJR	106
7. WKLR-F	60
8. CKLW	57
9. WOHO	52
10. WXEZ-F	51

12+ TSA CUME/MSA CUME RAT	
1. WIOT-F	2319/26.8
2. WSPD	2069/29.8
3. WLQR-F	2029/24.7
4. WMHE-F	1991/23.7
5. WJR	1704/16.8
6. CKLW	1605/12.6
7. WOHO	1342/18.7
8. WXEZ-F	950/14.3
9. WTOD	912/11.9
10. WKLR-F	841/12.3

12+ FM SHARE (METRO): 56.91% (589 of 1035) (O/N 80: 54.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WSPD
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WSPD	2. WIOT-F
	3. WXEZ-F	3. WLQR-F	3. WTOD	3. WTOD	3. WLQR-F
	4. WLQR-F	4. WKLR-F	4. WSPD	4. WJR	4. WJR
	5. WKLR-F	5. WTOD	5. WKLR-F	5. WKLR-F	5. WMHE-F

OTHER RATED STATIONS/METRO SHARE

WCWA	1230		2.3
WHFD-F	95.9	Archbold	.4
WOSE-F	94.5	Port Clinton	.9
WVMO-F	98.3	Monroe, MI	.5
WVOI	1320		2.1
WCXI	1130	Detroit	1.1
WHMQ-F	100.5	Findlay	.9
WLLZ-F	98.7	Detroit	.8
WNIC-F	100.3	Detroit	.3
WRIF-F	101.1	Detroit	1.5
WWJ	950	Detroit	.5
WWJ-F	97.1	Detroit	.3
WWWW-F	106.7	Detroit	1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (1)	338 (7)	367 (8)	35.5
MOR/AC	285 (4)	6 (1)	291 (5)	28.1
COUNTRY	102 (2)	83 (3)	185 (5)	17.9
BTFL MUSIC		152 (2)	152 (2)	14.7
BLACK	24 (1)		24 (1)	2.3
NEWS/TALK	6 (1)		6 (1)	0.6
			1035 (23)	

RADIO STATIONS

WOHO, 1470, 1 KW (DA-2), AC	ABC-E	$30.00	(Blair)	
WSPD, 1370, 5 KW (DA-N), MOR	NBC	$40.00*	(Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS,DA), COUNTRY	ABC-I	$26.00	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655, AOR		$67.50*	(Mc-Guild)	Reams
WKLR-F, 99.9, 9 KW @ 160, COUNTRY	ABC-I	$19.50	(Masla)	Booth
WLQR-F, 101.5, 16 KW @ 810, BTFL MUS		$87.50	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480, CONTEMP	ABC-F	$30.00	(Christal)	
WXEZ-F, 105.5, 3 KW @ 350, AOR	ABC-C	$22.50	(Blair)	

Other Stations - See Detroit

TV STATIONS

WDHO	Toledo	24	ABC
WTVG	Toledo	13	NBC, Storer
WTOL	Toledo	11	CBS, Cosmos

NEWSPAPERS Toledo Blade E 167,590, Block

TUCSON

Market # 75	Revenue : $7,812,744	National Rev: $2,975,472
Revenue Rank # 68	Income : $ -434,956	Nat Rev per Cap: $5.48
Income Rank # 352	% Rev Gain: +18.1	Tot Rev per Cap: $14.40
APR 17.3	Stations: 18/15	Tot Inc per Cap: $-.80
SMSA Pop: 542,600	Diaries: 898/604:1	Profit Margin: ---
CSI: 4.0 Bil (# 81)	CSI HH: 20.0 M (# 217)	Retail $: 2.4 Bil (# 76)
	Standard Error: .670	Retail Sales %: .232

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KCUB	100/12.4	10.6	11.7	13.6	9.5
2. KJYK-F	84/10.4	12.7	11.7	8.3	9.1
3. KXEW	73/ 9.0	1.8	3.5	5.1	3.4
4. KWFM-F	54/ 6.7	5.4	8.5	9.4	9.0
5. KCEE	51/ 6.3	5.4	9.2	2.3	5.4
KLPX-F	51/ 6.3	8.5	5.1	5.5	6.3
7. KTKT	50/ 6.2	3.9	6.5	7.6	8.8
8. KAIR	49/ 6.1	8.0	6.3	6.5	9.8
9. KRQQ-F	48/ 5.9	8.2	7.0	8.2	5.7
10. KHYT	40/ 4.9	6.0	7.0	6.0	5.1

12+ TSA 1/4	
1. KCUB	102
2. KJYK-F	95
3. KXEW	73
4. KCEE	60
5. KTKT	58
6. KLPX-F	55
7. KWFM-F	54
8. KRQQ-F	51
9. KAIR	50
10. KHYT	40

12+ TSA CUME/MSA CUME RAT	
1. KTKT	1207/21.2
2. KCUB	1015/21.5
3. KRQQ-F	1003/19.8
4. KCEE	925/15.9
5. KJYK-F	904/17.6
6. KLPX-F	762/15.3
7. KAIR	693/14.2
8. KWFM-F	650/13.4
9. KTUC	599/12.8
10. KHYT	536/11.4

12+ FM SHARE (METRO): 36.83% (270 of 733) (O/N 80: 35.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHYT	1. KXEW	1. KXEW	1. KCUB	1. KCUB	1. KCUB
2. KLPX-F	2. KWFM-F	2. KCUB	2. KXEW	2. KJYK-F	2. KJYK-F
3. KTKT	3. KRQQ-F	3. KWFM-F	3. KJYK-F	3. KAIR	3. KXEW
4. KXEW	4. KLPX-F	4. KRQQ-F	4. KCEE	4. KXEW	4. KCEE

OTHER RATED STATIONS/METRO SHARE

KFLT	1450	2.1		KNST	940	1.4	KIKX	580	1.9	
KNDE-F	99.5	3.7		KTUC	1400	4.4	KUKQ	1060	Tempe	.5
KGVY	1080	Green Valley	2.1	KOPA-F	100.7		Phoenix		.4	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (2)	156 (4)	246 (6)	33.6
COUNTRY	115 (2)	30 (1)	145 (3)	19.8
BTFL MUSIC	49 (1)	84 (1)	133 (2)	18.1
SPANISH	73 (1)		73 (1)	10.0
MOR/AC	51 (1)		51 (1)	7.0
NEWS/TALK	47 (2)		47 (2)	6.4
RELIGION	17 (1)		17 (1)	2.3
BIG BAND	17 (1)		17 (1)	2.3
BLACK	4 (1)		4 (1)	0.5
			733 (18)	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	BTFL/AC (Schulke II)	NBC,	$32.80*	(Blair)	Surrey
KCEE, 790, 5 KW/500 W (DA-2),	AC/OLDIES	MBS,	$27.88	(Christal)	Behan
KCUB, 1290, 1 KW	COUNTRY		$25.63	(Eastman)	Rex
KHYT, 1330, 500 W/5 KW (DA-N),	ROCK	RKO,	$22.28	(RKO)	
KTKT, 990, 10 KW/1 KW (DA-N),	ROCK (Burk-Abr)		$25.75	(Lotus)	Lotus
KTUC, 1400, 1 KW/250 W	NEWS	CBS,	$15.50	(Howard)	2588 Newport
KXEW, 1600, 1 KW (DAYS)	SPANISH		$? ? *	(Caballero)	
KJYK-F, 94.9, 80 KW @ 500,	BTFL MUS (Schulke)		$32.80	(Blair)	
KLPX-F, 96.1, 93 KW @ 505,	AOR (Burk-Abr)	Source,	$19.00	(Lotus)	Lotus
KRQQ-F, 93.7, 26 KW @ 150,	ROCK	ABC-C,	$28.50	(Mc-Guild)	Western Cities
KWFM-F, 92.9, 47 KW @ 86,	AOR	ABC-F,	$31.50	(Selcom)	Sandusky

TV STATIONS							
KGUN	Tucson	9	ABC, May	KVOA	Tucson	4	NBC, Donrey
KOLD	Tucson	13	CBS, Det News	KZAZ	Tucson	11	IND

NEWSPAPERS Tucson Star M 74,284 Pulitzer Tucson Citizen E 67,337, Gannett

TULSA

Market # 59
Revenue Rank # 50
Income Rank # 176
APR 15.4
SMSA Pop: 663,000
CSI: 5.4 Bil (# 55)

Revenue : $10,740,482
Income : $ 69,544
% Rev Gain: +18.6
Stations: 16/20
Diaries: 968/685:1
CSI HH: 21.4 Bil (# 144)
Standard Error: .611

National Rev: $1,467,579
Nat Rev per Cap: $2.21
Tot Rev per Cap: $16.20
Tot Inc per Cap: $ .10
Profit Margin: 0.6%
Retail $: 2.9 Bil (# 59)
Retail Sales %: .363

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KVOO	138/15.4	17.2	18.4	19.7	16.9
2. KRMG	125/14.0	16.0	20.3	16.7	20.0
3. KWEN-F	119/13.3	7.0	5.8	5.7	7.1
4. KRAV-F	111/12.4	11.8	7.4	11.5	9.8
5. KBEZ-F	81/ 9.1	10.6	10.1	11.4	10.1
6. KMOD-F	74/ 8.3	8.6	13.3	12.1	10.1
7. KRAV	50/ 5.6	11.8	7.4	11.5	9.8
8. KTFX-F	43/ 4.8	4.6	4.7	3.2	4.5
9. KCFO-F	29/ 3.2	3.5	2.5	2.9	1.7
10. KELI	19/ 2.1	2.9	3.4	5.3	4.9

12+ TSA 1/4	
1. KVOO	282
2. KRMG	153
3. KRAV-F	135
4. KWEN-F	131
5. KBEZ-F	109
6. KTFX-F	96
7. KMOD-F	93
8. KRAV	50
9. KCFO-F	48
10. KELI	21
KMOD	21

12+ TSA CUME/MSA CUME RAT	
1. KVOO	3325/29.2
2. KRMG	2234/30.3
3. KRAV-F	1944/26.1
4. KWEN-F	1561/22.9
5. KTFX-F	1219/11.6
6. KBEZ-F	1189/16.7
7. KMOD-F	1119/15.3
8. KCFO-F	686/ 7.9
9. KELI	652/ 9.7
10. KMOD	586/ 7.1

12+ FM SHARE (METRO): 55.98% (473 of 845) (O/N 80: 49.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRAV-F	1. KRAV-F	1. KRAV-F	1. KWEN-F	1. KVOO	1. KVOO
2. KMOD-F	2. KWEN-F	2. KWEN-F	2. KVOO	2. KRMG	2. KRMG
3. KWEN-F	3. KMOD-F	3. KVOO	3. KRMG	3. KBEZ-F	3. KRAV-F
	4. KRAV	4. KRMG	4. KRAV-F	4. KWEN-F	4. KWEN-F

OTHER RATED STATIONS/METRO SHARE

KAKC	970		1.7	KREK-F	104.9	Bristow	.3
KMOD	1300		1.7	KTOW	1340	Sand Springs	.4
KMYO-F	92.1	Broken Arrow	1.5	KWPR	1270	Claremore	.7

FORMATS

	AM	FM	TOTAL	%
COUNTRY	148 (3)	178 (4)	326 (7)	38.6
ROCK/AOR/CONTEMP	84 (3)	185 (2)	269 (5)	31.8
MOR/AC	125 (1)		125 (1)	14.8
BTFL MUSIC		81 (1)	81 (1)	9.6
RELIGION	15 (1)	29 (1)	44 (2)	5.2
			845 (16)	

RADIO STATIONS

KELI,	1430,	5 KW (DA-N)	, AC/OLDIES	ABC-I,CBS,	$29.00	(Howard)	
KMOD,	1300,	5 KW/1 KW (DA-2)	, CONTEMP	,	$20.00*	(CBS FM)	Clear Channel
KRAV,	1050,	1 KW (DAYS)	, CONTEMP	,	$30.00*	(Selcom)	
KRMG,	740,	50 KW/25 KW (DA-2),	MOR	,	$38.50	(Christal)	Swanson
KVOO,	1170,	50 KW (DA-N)	, COUNTRY	,	$47.63	(Blair)	
KBEZ-F,	92.9,	100 KW @ 680,	BTFL MUS (Bonne)	,	$34.00	(Eastman)	Mid America
KCFO-F,	98.5,	100 KW @ 660,	RELIGION	,	$13.00	(----)	
KMOD-F,	97.5,	50 KW @ 435,	ROCK/AOR	RKO,	$40.00*	(CBS/FM)	Clear Channel
KRAV-F,	103.3,	100 KW @ 240,	COUNTRY	ABC-C,RKO II,	$11.50	(----)	
KWEN-F,	95.5,	100 KW @ 339,	COUNTRY	,	$36.25	(Katz)	

TV STATIONS							
KOTV	Tulsa	6	CBS, Corinthian	KJRH	Tulsa	2	NBC, Scripps-Howard
KTUL	Tulsa	8	ABC, Leake	KOKI	Tulsa	23	IND

NEWSPAPERS					
The Tulsa World	M	122,385	The Tulsa Tribune	E	76,314

WASHINGTON

Market # 8; ADI # 8
Revenue Rank # 5
Income Rank # 10
APR 15.5
SMSA Pop: 3,050,800
CSI: 32.4 Bil (# 8)

Revenue : $56,596,530
Income : $ 4,268,903
% Rev Gain: +10.4
Stations: 29/39
Diaries: 2066/1477:1
CSI HH: 29.4 M (# 5)
Standard Error: .423

National Rev: $17,859,122
Nat Rev per Cap: $5.85
Tot Rev per Cap: $18.55
Tot Inc per Cap: $1.40
Profit Margin: 7.5%
Retail $: 15.5 Bil (# 10)
Retail Sales %: .303

12+ METRO 1/4/SHARE		SUM 81	SPG 81	WIN 81	O/N 80
1. WMAL	422/10.6	8.8	8.6	11.1	10.9
2. WKYS-F	323/ 8.1	7.9	6.0	6.9	7.0
3. WGAY-F	309/ 7.8	7.9	7.1	8.0	8.2
4. WHUR-F	247/ 6.2	5.7	4.6	5.1	4.7
5. WPGC-F+	206/ 5.2	4.9	7.3	5.5	7.7
6. WWDC-F	203/ 5.1	6.0	6.0	3.1	2.7
7. WASH-F	184/ 4.6	5.4	5.0	6.3	6.2
8. WJMD-F	177/ 4.4	4.4	3.6	2.4	2.3
9. WGMS-F+	166/ 4.2	3.5	3.0	2.9	2.7
10. WTOP	160/ 4.0	2.3	3.1	3.0	3.6
11. WRQX-F	152/ 3.8	5.2	6.6	8.6	7.2
12. WOOK-F	138/ 3.5	4.2	3.7	3.2	3.5
13. WRC	137/ 3.4	3.2	4.4	4.1	5.8
14. WAVA-F	133/ 3.3	3.7	4.5	3.5	3.5
WMZQ-F	133/ 3.3	3.1	4.1	3.6	2.6
16. WEZR-F	128/ 3.2	3.1	2.4	2.8	1.8
17. WVKX-F	126/ 3.2	3.6	2.6	2.2	2.3

12+ TSA 1/4	
1. WMAL	475
2. WKYS-F	358
3. WGAY-F	337
4. WWDC-F	305
5. WPGC-F+	284
6. WHUR-F	261
7. WRQX-F	237
8. WASH-F	229
9. WJMD-F	198
10. WGMS-F+	195
11. WTOP	194
12. WMZQ-F	185
13. WEZR-F	166
14. WOOK-F	162
15. WAVA-F	157
16. WRC	156
17. WVKX-F	152

12+ TSA CUME/MSA CUME RAT	
1. WMAL	6575/22.5
2. WWDC-F	5060/13.6
3. WRQX-F	5014/14.3
4. WPGC-F+	4888/14.4
5. WKYS-F	4508/16.4
6. WHUR-F	4301/15.0
7. WGAY-F	4004/13.6
8. WASH-F	3823/12.2
9. WTOP	3703/11.8
10. WOOK-F	3332/11.8
11. WJMD-F	3232/11.3
12. WGMS-F+	3000/10.6
13. WMZQ-F	2935/ 8.1
14. WAVA-F	2796/ 8.9
15. WRC	2432/ 8.5
16. WVKX-F	2173/ 6.9
17. WEZR-F	1854/ 5.8

12+ FM SHARE (METRO): 72.48% (2657 of 3666) (O/N 80: 68.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWDC-F	1. WKYS-F	1. WKYS-F	1. WMAL	1. WMAL	1. WMAL
2. WPGC-F+	2. WHUR-F	2. WHUR-F	2. WKYS-F	2. WGAY-F	2. WWDC-F+
3. WRQX-F	3. WJMD-F	3. WMAL	3. WGAY-F	3. WEZR-F	3. WTOP
4. WKYS-F	4. WASH-F	4. WASH-F	4. WHUR-F	4. WGMS-F+	4. WKYS-F
5. WAVA-F	5. WWDC-F	5. WJMD-F	5. WJMD-F	5. WTOP	5. WPGC-F+
WOOK-F	6. WAVA-F	6. WGAY-F	6. WASH-F	6. WRC	6. WGAY-F+
7. WHUR-F	WPGC-F+	7. WPGC-F+	7. WGMS-F+	7. WMZQ-F	7. WASH-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	422 (1)	374 (3)	796 (4)	21.7
BLACK/URBAN	54 (1)	721 (4)	775 (5)	21.1
ROCK/AOR/CONTEMP	41 (2)	730 (5)	771 (7)	21.0
BTFL MUSIC	25 (1)	437 (2)	462 (3)	12.6
NEWS/TALK	297 (2)		297 (2)	8.1
COUNTRY	23 (1)	259 (2)	282 (3)	7.7
CLASSICAL	30 (1)	136 (1)	166 (2)	4.5
RELIGION/GOSPEL	65 (2)		65 (2)	1.8
BIG BAND	52 (1)		52 (1)	1.4
			3666 (29)	

WASHINGTON

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WMAL	1. WMAL	1. WKYS-F
2. WKYS-F	2. WWDC-F	2. WMAL
3. WGAY-F	3. WRQX-F	3. WGAY-F
4. WWDC-F	4. WKYS-F	4. WHUR-F
5. WHUR-F	5. WPGC-F+	5. WASH-F
6. WPGC-F+	6. WHUR-F	6. WTOP
7. WASH-F+	7. WGAY-F	7. WOOK-F
8. WRQX-F	8. WASH-F	8. WPGC-F
9. WJMD-F	9. WOOK-F	9. WRQX-F
10. WMZQ-F	10. WTOP	10. WRC
11. WGMS-F+	11. WJMD-F	
12. WEZR-F	12. WGMS-F+	
13. WTOP	13. WMZQ-F	
14. WOOK-F	14. WAVA-F	
15. WAVA-F	15. WRC	

OTHER RATED STATIONS/METRO SHARE			
WEAM	1390	Arlington	1.3
WGAY	1050	Silver Spring	.6
WHFS-F	102.3	Bethesda	1.4
WOL	1450		1.4
WPKX	730	Alexandria	.6
WUST	1120		.6
WWDC	1260		.6
WXTR-F	104.1	La Plata	.3
WYCB	1340		1.0
WXYV-F	102.7	Baltimore	.3

ADI FM SHARE: 74.18% (3396 of 4578) (O/N 80: 69.42%)

AM STATIONS

WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, $183.75*	(Mc-Guild)	ABC
WRC , 980, 5 KW (DA-N), NEWS/TALK	NBC, $ 80.00	(Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	CBS, $ 81.25	(CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC	, $148.13	(Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, $ 80.00*	(CBS/FM)	Doubleday
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, $ 42.00	(Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUSIC	, $160.00*	(MMR)	Greater Media
WGMS-F+,103.5, 20 KW @ 435, CLASSICAL	MBS, $ 75.00*	(RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, $ 80.00*	(----)	Howard Univ
WJMD-F, 94.7, 21 KW @ 780, AC	, $ 65.00*	(Christal)	Gulf
WKYS-F, 93.9, 50 KW @ 485, URBAN	NBC, $143.75	(Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, $100.00	(Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	SBN, $ 88.25*	(UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, $160.00*	(Torbet)	First Media
WVKX-F, 105.9, 50 KW @ 410, COUNTRY	, $ 46.25*	(Selcom)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, $128.75*	(Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)	Source, $100.00*	(Christal)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Washington	25	NBC

NEWSPAPER

Washington Post M 601,417, Post-Newsweek

WEST PALM BEACH

Market # 73	Revenue : $7,624,334	National Rev: $1,130,532
Revenue Rank # 69	Income : $ -603,479	Nat Rev per Cap: $1.98
Income Rank # 364	% Rev Gain: +18.6	Tot Rev per Cap: $13.38
APR 16.5	Stations: 31/17	Tot Inc per Cap: $-1.06
CSI: 4.8 Bil (# 67)	Diaries: 988/577:1	Profit Margin : ---
SMSA Pop: 569,800	CSI HH: 21.6 M (# 137)	Retail $: 3.1 Bil (# 57)
	Standard Error: .623	Retail Sales %: .365

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WEAT-F	113/13.0	14.9	12.2	14.6	16.9
2. WIRK-F	64/ 7.4	6.7	13.0	11.4	13.2
WPOM	64/ 7.4	6.4	1.6	6.8	2.5
4. WRMF-F	60/ 6.9	10.2	8.7	5.3	4.6
5. WIZD-F	47/ 5.4	6.4	2.2	---	---
6. WHYI-F	46/ 5.3	3.4	6.5	3.9	4.0
7. WPBR	44/ 5.1	3.0	4.9	5.7	4.1
8. WJNO	34/ 3.9	4.6	3.6	3.3	3.0
9. WNJY-F	33/ 3.8	3.5	5.9	3.0	5.2
10. WLYF-F	28/ 3.2	3.1	1.8	2.3	2.8

12+ TSA 1/4	
1. WEAT-F	143
2. WIRK-F	72
3. WIZD-F	69
4. WRMF-F	66
5. WPOM	64
6. WHYI-F	46
7. WPBR	44
8. WJNO	36
9. WNJY-F	34
10. WSHE-F	28

12+ TSA CUME/MSA CUME RAT	
1. WEAT-F	1601/23.7
2. WIRK-F	961/14.8
WRMF-F	961/15.6
4. WIZD-F	910/11.3
5. WJNO	766/13.7
6. WHYI-F	738/13.8
7. WPBR	480/ 9.1
8. WSHE-F	465/ 8.3
9. WNJY-F	425/ 7.6
10. WLYF-F	408/ 7.8

12+ FM SHARE (METRO): 63.50% (508 of 800) (O/N 80: 69.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WPOM	1. WRMF-F	1. WIRK-F	1. WEAT-F	1. WEAT-F
WIZD-F	2. WRMF-F	2. WPOM	2. WRMF-F	2. WIRK-F	2. WRMF-F
3. WPOM	3. WIZD-F	3. WIRK-F	3. WEAT-F		3. WIRK-F
	4. WHYI-F	4. WIZD-F	4. WPOM		4. WJNO

OTHER RATED STATIONS/METRO SHARE

WCEZ-F	96.7	Jupiter	.7	WCKO-F	102.7	Pompano Beach	1.6
WDBF	1420	Delray Beach	.9	WINZ	940	Miami	.8
WEAT	850		2.4	WIOD	610	Miami	2.2
WIRK	1290		2.0	WNWS	790	Miami	1.4
WKQS-F	99.9	Boca Raton	1.2	WPIP	980	Pompano Beach	.3
WKAO	1510	Boynton Beach	.7	WQAM	560	Miami	.8
WNGS-F	92.1		1.6	WRBD	1470	Pompano Beach	2.2
WSBR	740	Boca Raton	2.1	WSHE-F	103.5	Ft. Lauderdale	3.1
WSWN	900	Belle Glade	1.5	WWJF-F	106.7	Ft. Lauderdale	1.4
WAIA-F	97.3	Miami	1.6	WWWL-F	93.9	Miami Beach	.9
WAXY-F	105.9	Ft. Lauderdale	1.4				

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	6 (1)	186 (4)	192 (5)	24.0
ROCK/AOR/CONTEMP		160 (6)	160 (6)	19.0
MOR/AC	39 (3)	96 (4)	135 (7)	16.9
COUNTRY	28 (2)	74 (2)	102 (4)	12.8
NEWS/TALK	97 (4)		97 (4)	12.1
BLACK/URBAN	83 (2)		83 (2)	10.3
BIG BAND	26 (2)		26 (2)	3.3
UNKNOWN	13 (1)		13 (1)	1.6
			800 (31)	

RADIO STATIONS

WJNO, 1230, 1 KW/250 W , NEWS CBS,ABC-E, $19.00 (Blair) Fairbanks
WPBR, 1340, 1 KW/250 W , NEWS/TALK MBS, $22.50 (Savalli)
WPOM, 1600, 1 KW (DA-1), BLACK (Drake-Chen) SBN,NBN, $19.75 (HNW)

WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke) , $50.50 (Katz) Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY , $38.75* (Mc-Guild)
WNJY-F, 94.3, 3 KW @ 480, BTFL MUS , $21.00* (Christal) Patten
WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK , $29.50 (Blair) Fairbanks

G-168

WICHITA

Market # 100
Revenue Rank # 58
Income Rank # 361
APR 14.3
SMSA Pop: 397,100
CSI: 3.5 Bil (# 89)

Revenue : $9,692,213
Income : $ -548,716
% Rev Gain: +9.7
Stations: 17/13
Diaries: 795/499:1
CSI HH: 23.9 M (# 45)
Standard Error: .650

National Rev: $759,372
Nat Rev per Cap: $1.91
Tot Rev per Cap: $24.40
Tot Inc per Cap: $-1.38
Profit Margin: ---
Retail $: 1.8 Bil (# 94)
Retail Sales %: .481

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. KEYN-F	75/15.5	14.5	11.2	10.0	9.6
2. KFH	63/13.0	12.1	11.9	11.2	17.3
3. KFDI	56/11.5	10.2	10.4	13.3	12.7
4. KICT-F	43/ 8.9	7.8	14.5	8.8	9.4
5. KAKZ	38/ 7.8	5.6	8.6	7.8	9.8
6. KKRD-F	35/ 7.2	5.8	7.2	9.4	7.3
7. KBRA-F	32/ 6.6	10.6	7.4	13.3	11.3
8. KFDI-F	25/ 5.2	5.6	9.2	7.6	2.9
KQAM	25/ 5.2	5.2	3.5	2.9	3.1
10. KWKN	21/ 4.3	3.7	5.3	3.7	5.4

12+ TSA 1/4	
1. KFH	98
2. KEYN-F	88
3. KFDI	85
4. KICT-F	52
5. KAKZ	46
6. KKRD-F	45
7. KBRA-F	39
8. KFDI-F	37
9. KSKU-F	30
10. KQAM	27

12+ TSA CUME/MSA CUME RAT	
1. KFH	1516/27.9
2. KFDI	1402/23.2
3. KEYN-F	1393/32.3
4. KAKZ	844/21.4
5. KFDI-F	726/14.8
6. KKRD-F	723/16.0
7. KICT-F	673/15.8
8. KBRA-F	602/13.6
9. KWKN	536/13.7
10. KQAM	427/11.5

12+ FM SHARE (METRO): 53.41% (243 of 455) (O/N 80: 56.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KFH	1. KFH	1. KFH
2. KICT-F	2. KICT-F	2. KFH	2. KEYN-F	2. KFDI	2. KFDI
	3. KKRD-F	3. KICT-F	3. KKRD-F	3. KAKZ	3. KEYN-F
	4. KQAM	4. KKRD-F	4. KAKZ	4. KBRA-F	4. KAKZ

OTHER RATED STATIONS/METRO SHARE

KGCS-F	95.9	Derby	4.1	KJRG	950	Newton	.8
KOYY-F+	99.3	El Dorado	.6	KOEZ-F	92.3	Newton	1.6
KSGL	900		.8	KSKU-F	102.1	Hutchinson	.6

FORMATS

	AM	FM	TOTAL	%
COUNTRY	119 (2)	45 (2)	164 (4)	36.0
ROCK/AOR/CONTEMP		121 (3)	121 (3)	26.6
MOR/AC	47 (3)	37 (2)	84 (5)	18.5
BTFL MUSIC		40 (2)	40 (2)	8.8
BIG BAND	38 (1)		38 (1)	8.4
RELIGION	8 (2)		8 (2)	1.8
			455 (17)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W , BIG BAND/NOST (Al Ham) ABC-C, $25.50 (Blair)
KFDI, 1070, 5 KW/1 KW (DA-N), COUNTRY ABC-E, $30.00* (Torbet) Great Empire
KFH , 1330, 5 KW (DA-N) , COUNTRY CBS, $44.00 (Eastman)
KQAM, 1410, 5 KW/1 KW (DA-N), OLDIES/AC RKO, $22.50 (Mc-Guild) Long-Pride
KWKN, 1480, 5 KW/1 KW (DA-2), AC/CONTEMP ABC-I, $18.00 (Christal) Swanson

KBRA-F, 97.9, 85 KW @ 420, BTFL MUS (Schulke) MBS, $38.50 (Eastman)
KEYN-F, 103.7, 100 KW @ 860, ROCK RKO, $25.00 (Mc-Guild) Long-Pride
KFDI-F, 101.3, 100 KW @ 444, COUNTRY ABC-E, $20.00* (Torbet) Great Empire
KICT-F, 95.1, 100 KW @ 55C, AOR (Burk-Abr) , $36.50 (Katz) Peoria Jrnl Star
KKRD-F, 107.3, 100 KW @ 884, AC NBC, $29.25 (Masla)
KSKU-F, 102.1, 100 KW @ 550, CONTEMP Source, $16.00 (----) (HUTCHINSON)

TV STATIONS			
KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Hutchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS		
Wichita Eagle	M	102,043, Knight-Ridder
Wichita Beacon	E	37,221, Knight-Ridder

WILMINGTON, DE

Market # 79
Revenue Rank # 106
Income Rank # 32
APR 17.0
SMSA Pop: 530,600
CSI: 4.5 Bil (# 71)

Revenue : $ 4,936,972
Income : $ 947,697
% Rev Gain: 8.3
Stations: 32/10
Diaries: 975/544:1
CSI HH: 24.4 M (# 35)
Standard Error: .627

National Rev: $ 395,495
Nat Rev per Cap: $ .75
Tot Rev per Cap: $9.30
Tot Inc per Cap: $ 1.79
Profit Margin: 19.2%
Retail $: 2.2 Bil (# 84)
Retail Sales %: .216

12+ METRO 1/4/SHARE		SPG 81	FAL 80	A/M 80
1. WSTW-F	87/11.6	13.6	13.4	11.4
2. WJBR-F	76/10.1	10.2	8.4	11.1
3. WDEL	74/ 9.9	8.4	9.4	8.4
4. WMMR-F	59/ 7.9	8.5	3.0	3.7
5. WCAU-F	39/ 5.2	2.5	1.4	1.3
6. WUSL-F	32/ 4.3	2.5	1.2	3.2
7. WMGK-F	31/ 4.1	4.6	4.9	3.9
8. WYSP-F	26/ 3.5	4.0	5.9	3.6
9. WILM	22/ 2.9	4.3	7.3	3.2
WIOQ-F	22/ 2.9	4.5	2.7	6.1

12+ TSA 1/4	
1. WSTW-F	106
2. WJBR-F	89
3. WMMR-F	81
4. WDEL	74
5. WCAU-F	49
6. WMGK-F	48
7. WDSD-F	43
8. WUSL-F	42
9. WYSP-F	41
10. WDAS-F	37

12+ TSA CUME/MSA CUME RAT	
1. WSTW-F	1488/25.5
2. WMMR-F	1167/18.9
3. WDEL	1050/23.1
4. WJBR-F	1020/19.5
5. WYSP-F	793/13.1
6. WCAU-F	774/13.5
7. WMGK-F	727/12.2
8. KYW	623/ 9.0
9. WIOQ-F	550/10.3
10. WILM	529/12.0

12+ FM SHARE (METRO): 71.76% (498 of 694) (FAL 80: 64.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WDEL
2. WCAU-F	2. WMMR-F	2. WMMR-F	2. WDEL	2. WDEL	2. WSTW-F
3. WMMR-F	3. WIOQ-F	3. WMGK-F	3. WJBR-F	3. WUSL-F	3. WJBR-F
	4. WYSP-F	4. WDEL	4. WUSL-F		4. WMMR-F

OTHER RATED STATIONS/METRO SHARE

WAMS	1380		2.5
WJBR	1290		1.3
WJIC	1510	Salem, NJ	.8
WNNN-F	101.7	Canton, NJ	.4
WNRK	1260	Newark	1.2
KYW	1060	Philadelphia	2.3
WBSB-F	104.3	Baltimore	1.5
WCAU	1210	Philadelphia	1.6
WDAS-F	105.3	Philadelphia	2.0
WDSD-F	94.7	Dover	.9
WEAZ-F	101.1	Philadelphia	2.4
WFIL	560	Philadelphia	.4
WFLN-F	95.7	Philadelphia	1.6
WIFI-F	92.5	Philadelphia	1.3
WIP	610	Philadelphia	2.5
WIYY-F	97.9	Baltimore	.4
WPEN	950	Philadelphia	.7
WPOC-F	93.1	Baltimore	1.1
WSNI-F	104.5	Philadelphia	.9
WWDB-F	96.5	Philadelphia	2.5
WWSH-F	106.1	Philadelphia	1.3
WXYV-F	102.7	Baltimore	.4

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		260 (9)	260 (9)	37.5
MOR/AC	102 (3)	38 (2)	140 (5)	20.2
BTFL MUSIC	10 (1)	104 (3)	114 (4)	16.4
COUNTRY	28 (3)	47 (3)	75 (6)	10.8
NEWS/TALK	51 (3)	19 (1)	70 (4)	10.1
BLACK/URBAN		15 (1)	15 (1)	2.2
CLASSICAL		12 (1)	12 (1)	1.7
BIG BAND	5 (1)		5 (1)	0.7
RELIGION		3 (1)	3 (1)	0.4
			694 (32)	

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2) , MOR NBC, $32.50* (Eastman)
WILM, 1450, 1 KW/250 W , NEWS CBS,MBS, $18.24 (Savalli)
WAMS, 1380, 5 KW/1 KW (DA-3), COUNTRY ABC-C, $23.00 (Selcom) Rollins

WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (FM 100) , $30.18 (Mc-Guild)
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM) , $37.50* (Eastman)
WDSD-F, 94.7, 50 KW @ 400, COUNTRY MBS, $11.48 (Masla) Rau (DOVER)

B-170

WORCESTER

Market # 106 (approx) (County-#63)
Revenue Rank # 110
Income Rank # 97
APR 17.6
SMSA Pop: 377,500
CSI: 5.2 Bil (# 59)

Revenue : $ 4,866,913
Income : $ 276,152
% Rev Change: 19.9
Stations: 24/7
Diaries: 715/528:1
CSI HH: 23.8 M (# 46)
Standard Error: .752

National Rev: $ 1,188,616
Nat Rev per Cap: $ 3.14
Tot Rev per Cap: $12.89
Tot Inc per Cap: $. 73
Profit Margin: 5.7%
Retail $: 2.7 Bil (# 66)
Retail Sales %: .160

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WSRS-F	88/15.4	15.2	19.0	16.0
2. WAAF-F	72/12.6	11.7	12.5	12.5
3. WTAG	56/ 9.8	12.1	11.8	16.4
4. WROR-F	35/ 6.1	6.0	4.6	6.7
5. WBZ	34/ 5.9	6.0	7.6	6.9
6. WNEB	32/ 5.6	5.5	2.6	2.6
7. WFTQ	31/ 5.4	6.2	6.6	5.3
8. WCOZ-F	27/ 4.7	4.7	3.9	2.0
9. WEEI-F	23/ 4.0	3.3	3.5	3.6
10. WQVR-F	18/ 3.1	3.1	2.9	2.4

12+ TSA 1/4	
1. WAAF-F	140
2. WSRS-F	123
3. WTAG	75
4. WBZ	71
5. WROR-F	65
6. WCOZ-F	56
7. WNEB	37
WEEI-F	37
WQVR-F	37
10. WFTQ	35

12+ TSA CUME/MSA CUME RAT	
1. WSRS-F	1613/32.8
2. WAAF-F	1598/26.6
3. WTAG	1284/28.3
4. WBZ	1191/16.8
5. WROR-F	870/13.6
6. WCOZ-F	848/14.4
7. WFTQ	625/17.9
8. WEEI-F	540/ 9.3
9. WPJB-F	447/ 7.9
10. WNEB	427/12.1

12+ FM SHARE (METRO): 70.91% (373 of 526) (O/N 80: 62.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WTAG
2. WCOZ-F	2. WROR-F	2. WSRS-F	2. WBZ	2. WTAG	2. WSRS-F
	3. WEEI-F	3. WROR-F	WROR-F	3. WBZ	3. WAAF-F

OTHER RATED STATIONS/METRO SHARE

WGFP	940	Webster	1.9
WORC	1310		3.0
WBCN-F	104.1	Boston	1.7
WCRB-F	102.5	Boston	.7
WESO	970	Southbridge	1.0
WHJY-F	94.1	Providence	.9
WVBF-F	105.7	Boston	1.2
WHUE-F	100.7	Boston	1.0
WJIB-F	96.9	Boston	1.7
WPJB-F	105.1	Providence	1.9
WPRO-F	92.3	Providence	1.2
WSNE-F	93.3	Taunton	.5
WSSH-F	99.5	Boston	1.2
WXKS-F	107.9	Boston	1.0

FORMATS	AM	FM	TOTAL	%
MOR/AC	124 (5)	58 (2)	182 (7)	34.6
ROCK/AOR/CONTEMP	31 (1)	148 (9)	179 (10)	34.0
BTFL MUSIC		111 (4)	111 (4)	21.1
BIG BAND	32 (1)		32 (1)	6.1
COUNTRY		18 (1)	18 (1)	3.4
CLASSICAL		4 (1)	4 (1)	0.8
			526 (24)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2), CONTEMP , $55.00 (Katz) Katz
WNEB, 1230, 1 KW/250 W , BIG BAND/NOST (Al Ham) ABC-E, $22.00 (PRO)
WTAG, 580, 5 KW (DA-2), MOR NBC, $31.75 (Blair)

WSRS-F, 96.1, 25 KW @ 650, BTFL MUS , $38.00* (MMR) Knight
WQVR-F, 100.1, 3 KW @ 300, COUNTRY , $ 7.00 (Torbet) (SOUTHBRIDGE)

WAAF-F - See Boston

OTHER STATIONS SEE BOSTON AND PROVIDENCE

TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram	M	55,954
Worcester Gazette	E	89,241

YORK

Market # 109
Revenue Rank # 82
Income Rank # 24
APR 16.6
SMSA Pop: 368,100
CSI: 2.9 Bil (# 104)

Revenue : $6,340,707
Income : $1,216,244
% Rev Gain: +6.6
Stations: 31/12
Diaries: 824/447:1
CSI HH: 21.2 M (# 156)
Standard Error: .674

National Rev: $792,341
Nat Rev per Cap: $2.15
Tot Rev per Cap: $17.23
Tot Inc per Cap: $3.30
Profit Margin: 19.2%
Retail $: 1.4 Bil (# 117)
Retail Sales %: .284

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80
1. WSBA	58/10.8	11.0	11.2	12.6
2. WQXA-F	57/10.6	11.6	9.4	9.9
3. WRKZ-F	54/10.1	9.0	6.1	3.2
4. WYCR-F	50/ 9.3	7.4	9.2	9.5
5. WSBA-F	39/ 7.3	7.6	9.2	9.7
6. WNOW	35/ 6.5	8.7	7.4	5.9
7. WNCE-F	29/ 5.4	6.1	6.5	6.5
8. WTPA-F	27/ 5.0	4.5	1.2	.8
9. WRHY-F	22/ 4.1	2.2	1.2	3.7
10. WHVR	13/ 2.4	2.9	6.1	2.4

12+ TSA 1/4	
1. WRKZ-F	197
2. WHP	132
3. WTPA-F	128
4. WQXA-F	124
5. WHP-F	105
6. WNCE-F	103
7. WSBA-F	80
8. WSBA	78
WLAN-F	78
10. WYCR-F	71

12+ TSA CUME/MSA CUME RAT	
1. WQXA-F	2113/27.3
2. WRKZ-F	1914/16.8
3. WHP	1583/ 4.5
4. WSBA	1426/30.7
5. WTPA-F	1327/ 9.5
6. WNCE-F	1249/12.2
7. WLAN-F	1238/ 5.4
8. WYCR-F	1187/22.2
9. WHP-F	1166/ 6.5
10. WSBA-F	1159/17.7

12+ FM SHARE (METRO): 72.34% (361 of 499) (O/N 80: 65.03%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXA-F	1. WQXA-F	1. WQXA-F	1. WSBA	1. WSBA	1. WHP
2. WYCR-F	2. WYCR-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F	2. WRKZ-F
3. WTPA-F	3. WRKZ-F	3. WYCR-F	3. WQXA-F	3. WSBA-F	3. WSBA
	4. WTPA-F	4. WSBA	4. WSBA-F	4. WNCE-F	4. WQXA-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F	96.1	Red Lion	.9
WGET	1320	Gettysburg	1.5
WGET-F	107.7	Gettysburg	.6
WOYK	1350		1.3
WBAL	1090	Baltimore	.9
WBSB-F	104.3	Baltimore	1.1
WCMB	1460	Harrisburg	.4
WDAC-F	94.5	Lancaster	.6
WFRE-F	99.9	Frederick	1.3
WHP	580	Harrisburg	1.5
WHYL	960	Carlisle	.4
WIOV-F	105.1	Ephrata	.6
WLAN-F	96.9	Lancaster	1.5
WLIF-F	101.9	Baltimore	.4
WPOC-F	93.1	Baltimore	1.7
WQVE-F	93.5	Mechanicsburg	.4
WSFM-F	99.3	Harrisburg	.6
WTTR-F	100.7	Westminster	.4
WWMD-F	104.7	Hagerstown	.9
WXYV-F	102.7	Baltimore	2.4
WHP-F	97.3	Harrisburg	2.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		153 (7)	153 (7)	30.7
COUNTRY	39 (3)	66 (3)	105 (6)	21.0
BTFL MUSIC		97 (7)	97 (7)	19.4
MOR/AC	92 (5)	2 (1)	94 (6)	18.8
BIG BAND/NOST		22 (1)	22 (1)	4.4
BLACK		13 (1)	13 (1)	2.6
RELIGION		8 (2)	8 (2)	1.6
UNKNOWN	7 (1)		7 (1)	1.4
			499 (31)	

RADIO STATIONS

WHVR, 1280, 1 KW/250 W , MOR	, $11.00	(P/W)	(HANOVER)
WNOW, 1250, 1 KW (DAYS) , COUNTRY	ABC-I, $45.60	(MMR)	Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR	MBS, $40.00*	(Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520, ROCK (Burk-Abr)	ABC-C, $45.60	(MMR)	Rust
WRHY-F, 92.7, 3 KW @ 700, BIG BAND/NOST (Al Ham)	NBC, $16.00	(Blair)	(STARVIEW)
WSBA-F, 103.3, 8 KW @ 750, BTFL MUSIC	, $40.00	(Eastman)	Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930, CONTEMP	Source, $26.50	(HNW)	

OTHER STATIONS, TV & NEWSPAPER INFO - SEE LANCASTER AND HARRISBURG

YOUNGSTOWN

Market # 74
Revenue Rank # 113
Income Rank # 180
APR 17.4
SMSA Pop: 547,700
CSI: 4.2 Bil (# 77)

Revenue : $4,785,022
Income : $ 64,130
% Rev Gain: -1.1
Stations: 24/10
Diaries: 684/801:1
CSI HH: 2.3 Bil (# 79)
Standard Error: .665

National Rev: $1,097,410
Nat Rev per Cap: $2.00
Tot Rev per Cap: $8.74
Tot Inc per Cap: $ .12
Profit Margin: 1.3%
Retail $: 2.3 Bil (# 79)
Retail Sales %: .173

12+ METRO 1/4/SHARE		SPG 81	O/N 80	A/M 80	O/N 79
1. WBBW	104/13.7	11.4	12.3	14.2	14.4
2. WKBN-F	80/10.5	11.7	12.3	15.5	13.7
3. WSRD-F	72/ 9.5	8.6	5.7	7.5	4.7
4. WHOT	62/ 8.1	8.2	9.4	10.5	8.9
5. WYFM-F	61/ 8.0	9.0	10.5	9.6	10.5
6. WKBN	51/ 6.7	9.0	9.2	9.5	11.2
7. WQXK-F	48/ 6.3	5.9	5.7	2.2	--
8. WFMJ	41/ 5.4	4.7	5.5	4.2	5.5
9. WDMT-F	33/ 4.3	3.8	2.4	1.1	1.7
10. WRRO	27/ 3.5	2.7	2.5	1.9	3.8

12+ TSA 1/4	
1. WKBN-F	130
2. WBBW	106
3. WSRD-F	102
4. WYFM-F	90
5. WQXK-F	73
6. WKBN	69
7. WHOT	66
8. WFMJ	55
9. WPIC	43
10. WDMT-F	35

12+ TSA CUME/MSA CUME RAT	
1. WYFM-F	1761/27.2
2. WKBN	1510/23.3
3. WSRD-F	1491/22.1
4. WKBN-F	1458/23.4
5. WHOT	1264/24.4
6. WBBW	1218/25.5
7. WFMJ	757/13.9
8. WQXK-F	674/ 9.6
9. WPIC	608/ 4.2
10. WRRO	491/10.4

12+ FM SHARE (METRO): 52.70% (371 of 704) (O/N 80: 49.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WSRD-F	1. WSRD-F	1. WKBN-F	1. WBBW	1. WHOT+
2. WSRD-F	2. WYFM-F	2. WHOT	2. WHOT	2. WKBN-F	2. WBBW
3. WHOT	3. WHOT	3. WYFM-F	3. WQXK-F	3. WQXK-F	3. WKBN
	4. WDMT-F	4. WKBN-F	4. WBBW	4. WKBN	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WGFT	1500		.4
WNIO	1540	Niles	2.5
WQOD-F	93.3		3.3
WDJQ-F	92.5	Alliance	.7
WGBZ-F	95.9	Sharpsville,PA	.7
WKDD-F	96.5	Akron	.4
WMMS-F	100.7	Cleveland	2.2
WNIR-F	100.1	Kent	.4
WPIC	790	Sharon,PA	.8
WSOM	600	Salem	.7
WTOF-F	98.1	Canton	.4
WWIZ-F	103.9	Mercer,PA	.5
WWWE	1100	Cleveland	2.0
WWWM-F	105.7	Cleveland	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	62 (1)	175 (7)	237 (8)	33.7
NEWS/TALK	104 (1)		104 (1)	14.8
MOR/AC	103 (4)		103 (4)	14.6
COUNTRY	34 (2)	55 (3)	89 (5)	12.6
BTFL MUSIC		80 (1)	80 (1)	11.4
UNKNOWN	27 (1)	25 (1)	52 (2)	7.4
BLACK	3 (1)	33 (1)	36 (2)	5.1
RELIGION		3 (1)	3 (1)	0.4
			704 (24)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W , TALK ABC-E,ABC-I, $32.00 (Mc-Guild)
WFMJ, 1390, 5 KW (DA-N) , MOR NBC, $21.75 (Blair)
WHOT, 1330, 500 W/1 KW (DA-2), ROCK , $26.00 (Eastman) Myron Jones
WKBN, 570, 5 KW (DA-N) , MOR CBS, $45.00* (Katz)
WRRO, 1440, 5 KW (DA-N) , ? ? MBS,ABC-I, $15.00 (Regional) (WARREN)
WPIC, 790, 1 KW (DAYS) , MOR ABC-I, $26.00 (Torbet) Regional (SHARON)

WSRD-F, 101.1, 16 KW @ 710, AOR (Burk-Abr) , $26.00 (Eastman) Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (Schulke) , $45.00* (Katz)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY , $16.50 (MMR) Rust (SALEM)
WYFM-F, 102.9, 26 KW @ 455, ROCK ABC-C, $36.00 (Torbet) Regional (SHARON)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CONTINUATION PAGES

BRIDGEPORT

WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (Carson) , $60.00 (Katz) Katz
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr) , $30.00 (Roslin) (DANBURY)

Other Stations - See New York, New Haven or Hartford

NEWSPAPER Bridgeport Post Telegram ME 90,701

WILMINGTON, DE

NEWSPAPER Wilmington News, Journal M - 50,970 E - 80,149, Gannett

FLINT

WIOG-F, 106.3, 3 KW @ 300, ROCK (TM) , $18.00 (Torbet) Booth (SAGINAW)
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY NBC, $25.25 (Christal) MacDonald (SAGINAW)

WFMK-F - See Lansing WJR - See Detroit

TV STATIONS				
	WEYI	Saginaw	25	CBS, Ziff-Davis
	WJRT	Flint	12	ABC, Knight-Ridder
	WNEM	Bay City	5	NBC, Meredith

NEWSPAPER Flint Journal E 106,777, Newhouse

ALLENTOWN-BETH-EASTON

WLEV-F, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen) , $17.00 (Christal) Sound Comm
WQQQ-F, 99.9, 50 KW @ 456, BTFL MUS NBC, $23.00 (Torbet)
WXKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen) , $40.60 (Eastman) Rust
WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr) , $38.75 (Blair) Holt

TV STATION WFMZ Allentown 69 IND

NEWSPAPERS			
	Allen Call	M	103,258
	Beth Globe	E	34,696
	Easton Express	E	51,828

FRESNO

KFYE-F, 93.7, 68 KW @ 1950, ROCK RKO, $50.00* (Selcom) Sunbelt
KKDJ-F, 105.9, 2 KW @ 1960, AOR , $24.50* (RKO)
KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke) , $30.00* (Blair)
KYNO-F, 95.5, 50 KW @ 318, ROCK , $40.00* (Eastman)
KBOS-F, 94.9, 17 KW @ 850, ROCK ABC-C, $22.75* (Christal)

TV STATIONS								
	KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, Spanish Int
	KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
	KFSN	Fresno	30	CBS, Cap Cit	KMPH	Tulare	26	IND

NEWSPAPER Fresno Bee M 130,279, McClatchy

BAKERSFIELD

WXEM, 1590, 500 W (DAYS,DA), SPANISH , $10.12 (Caballero)
KPMC, 1560, 10 (KW (DA-1), MOR CBS,MBS, $15.00 (Masla)

KLOS-F - See Los Angeles

TV STATIONS				
	KBAK	Bakersfield	29	ABC, Harriscope
	KERO	Bakersfield	23	NBC, McGraw-Hill
	KPWR	Bakersfield	17	CBS, Gillett

NEWSPAPER Bakersfield Californian E 70,121

WEST PALM BEACH

Other Stations - See Miami

TV STATIONS

WPTV	West Palm Beach	5	NBC, Scripps-Howard
WPEC	West Palm Beach	12	ABC

NEWSPAPERS

West Palm Beach Post	M	93,117, Cox
West Palm Beach Times	E	31,019, Cox

RIVERSIDE-SAN BERNADINO-ONTARIO

RADIO STATIONS

KFXM, 590, 1 KW (DA-2), ROCK , $46.38 (Blair)

KCAL-F, 96.7, 2.4 KW @ 360, AOR Source, $25.00* (Lotus)
KDUO-F, 97.5, 72 KW @ 1600, BTFL MUS (Centruy 21) , $46.38 (Blair)
KGGI-F, 99.1, 49 KW @ 165, CONTEMP ABC-C, $25.50* (Torbet)
KNTF-F, 93.5, 3 KW @ , COUNTRY (TM) , $25.00 (Masla)
KOLA-F, 99.9, 31 KW @ 1630, ROCK ABC-F, $32.50 (Masla)

FOR OTHER STATIONS, TV STATIONS AND NEWSPAPERS - SEE LOS ANGELES

ALBUQUERQUE

NEWSPAPERS

Albuquerque Journal	M	84,364, Scripps-Howard
Albuquerque Tribune	E	43,769, Scripps-Howard

COLORADO SPRINGS

NEWSPAPERS

Col Spr Gazette Tel M - 25,237 E - 52,063, Freedom
Col Spr Sun M 28,674
Pueblo Star-Journal E 14,601

CHATTANOOGA

NEWSPAPERS

Chattanooga News-Free Press	E	62,451
Chattanooga Times	M	50,346

EL PASO

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC
KVIA	El Paso	13	ABC, Marsh Media
KCIK	El Paso	14	IND
XEJ	Cuidad Juarez	5	IND

NEWSPAPERS

El Paso Herald	E	34,920, Scripps-Howard
El Paso Times	M	56,932, Gannett

HONOLULU

TV STATIONS

KITV	Honolulu	4	ABC
KGMB	Honolulu	9	CBS, Lee

NEWSPAPERS

Honolulu Advertiser	M	85,640, Gannett
Honolulu Star-Bulletin	E	118,952, Gannett

HARRISBURG

NEWSPAPERS

Harrisburg News	E	63,433, Newhouse
Harrisburg Patriot	M	48,617, Newhouse
Lancaster New Era	E	59,621
Lancaster Intel Journal	M	40,287
York Dispatch	E	50,147
York Record	M	34,654, Buckner News Alliance

GREENSBORO/WINSTON SALEM

RADIO STATIONS

WQMG-F, 97.1, 20 KW @ 555, BLACK , $30.00* (Howard)
WRQK-F, 98.7, 100 KW @ 814, ROCK MBS, $36.00* (Eastman)
WSEZ-F, 93.1, 100 KW @ 383, ROCK RKO, $30.00* (Torbet)
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen) ,$85.00 (Mc-Guild) Summit
WWMU-F, 102.1, 50 KW @ 285, RELIGION , $ 4.50 (----) Beasley (REIDSVILLE)

WRAL-F - See Raleigh WSOC-F - See Charlotte WSLQ-F - See Roanoke

TV STATIONS

WFMY	Greensboro	2	CBS
WGHP	High Point	8	ABC, Harte-Hanks
WXII	Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-83,604), Landmark	(E-31,823), Landmark
High Point Enterprise	E 30,508	
Winston Salem Journal	(M-71,696), Sentinel	(E-37,731), Media Gen

JOHNSON CITY-KINGSPORT-BRISTOL

TV STATIONS

WJHL	Johnson City	11	CBS, Park
WKPT	Kingsport	19	ABC
WCYB	Bristol	5	NBC

NEWSPAPERS

Johnson City Press-Chronicle		(M-4,469)	(E-22,306)
Bristol Herald-Courier	M	29,775	
Bristol Virginia-Tennessean	E	9,775	
Kingsport News	M	4,654	
Kingsport Times	E	39,901	

JACKSONVILLE

TV STATIONS

WAWS	Jacksonville	30	IND, Malrite
WJKS	Jacksonville	17	ABC, Ziff-Davis
WTLV	Jacksonville	12	NBC, Harte-Hanks
WXAO	Jacksonville	47	IND
WJXT	Jacksonville	4	CBS, Post-News

NEWSPAPERS

Florida Times-Union	M	153,508
Jacksonville Journal	E	47,177

ROCHESTER

TV STATIONS

WHEC	Rochester	10	CBS, BENI
WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis

NEWSPAPERS

Rochester Demo & Chronicle	M	125,316, Gannett
Rochester Times-Union	E	121,897, Gannett

YOUNGSTOWN

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindicator
WKBN	Youngstown	27	CBS
WYTV	Youngstown	33	ABC

NEWSPAPER

Youngstown Vindicator	E	103,310

SECTION C

OTHER MARKET REPORTS

A. ARBITRON CONDENSED RADIO MARKET REPORTS
B. MEDIASTAT SMALL MARKET REPORTS
C. BIRCH REPORTS

ARBITRON CONDENSED RADIO MARKET REPORTS

ABERDEEN, WASH

Market # NA/Pop: 69,700
APR 12.0

Revenue : $ NA
Income : $ NA

Diaries: 260
FM Share: 40.35%

12+ METRO 1/4/SHARE		SPG 81
1. KGHO-F+	17/25.3	30.5
2. KXRO	15/22.4	20.7
3. KBKW+	10/14.9	17.1
4. KDUX	9/13.4	7.3

12+ TSA 1/4/CUME	
1. KGHO-F+	18/229
2. KXRO	15/230
3. KBKW+	10/173
4. KDUX	9/159

KBKW+, 1450, 1 KW/250 W, COUNTRY ABC-I, $9.00 (Savalli)
KDUX-F, 104.7, 48 KW @ 155, BTFL MUS , $7.00 (PRO)
KGHO-F, 95.3, 1.2 KW @ 450, ROCK , $7.00 (Savalli)
KXRO, 1320, 5 KW/1 KW (DA-N), MOR , $9.74 (PRO)

BURLINGTON, VT. REPORT HAD NOT BEEN ISSUED BY THE TIME THIS EDITION WAS READY FOR PRINTING.

DANBURY, CT

Market # 260/Pop: 119,100
APR 15.5

Revenue : NA
Income : NA

Diaries: 293
FM Share: 43.33%

12+ METRO 1/4/SHARE		SPG 81	FAL 80
1. WLAD	18/13.1	7.5	19.6
2. WNBC	15/10.9	9.0	10.1
3. WDAQ-F	12/ 8.8	11.9	8.1
WEZN-F	12/ 8.8	9.0	9.5
5. WRKI-F	11/ 8.0	11.2	14.9
WINE	11/ 8.0	4.5	4.7

12+ TSA 1/4/CUME	
1. WTIC	58/589
2. WNBC	21/439
WEZN-F	21/319
4. WRKI-F	20/315
5. WLAD	18/260
WCBS	18/371

WEZN - See Bridgeport
WNBC, WCBS - See New York

WLAD, 800, 1 KW (DAYS), MOR , $23.80 (Unirep)
WINE, 940, 1 KW (DAYS), AC , $18.00 (Roslin)
WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (KalaMusic) , $23.80 (Unirep)
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr) , $30.00 (Roslin)

GAINESVILLE, FL

Market # 209/Pop: 150,300
APR 14.0

Revenue : $1,834,932
Income : $ 144,919

Diaries: 529
FM Share: 51.55%

12+ METRO 1/4/SHARE	
1. WYKS-F	36/19.3
2. WDVH	35/18.7
3. WRUF-F	24/12.8
4. WRUF	19/10.2
5. WGGG	16/ 8.6

12+ TSA 1/4/CUME	
1. WDVH	40/323
2. WYKS-F	37/497
3. WRUF-F	32/497
4. WRUF	21/579
5. WGGG	18/349

WDVH, 980, 5 KW (DAYS), COUNTRY , $14.00 (PRO)
WGGG, 1230, 1 KW/250 W, CONTEMP MBS, $11.00 (Savalli) Howard Miller
WRUF, 850, 5 KW (DA-N), MOR NBC, $11.50 (Smith)
WRUF-F, 103.7, 100 KW @ 344, BTFL MUS , $13.00 (Smith)
WYKS-F, 105.5, 3 KW @ 300, CONTEMP , $15.75 (Masla) Sunshine Wireless

LAFAYETTE, IND

Market # 213/Pop: 146,700
APR 12.3

12+ METRO	1/4/SHARE	SPG 81	FAL 80
1. WASK	28/22.0	23.0	18.1
2. WASK-F	24/18.9	14.8	15.5
3. WAZY-F	23/18.1	18.5	15.5
4. WXUS-F	20/15.7	13.3	19.0

WASK, 1450, 1 KW/250 W, MOR
WASK-F, 105.3, 50 KW @ 375, COUNTRY
WAZY-F, 96.5, 50 KW @ 500, ROCK
WXUS-F, 92.7, 3 KW @ 215, AOR

Revenue : $1,994,332
Income : $ -23,944

Diaries: 312
FM Share: 64.34%

12+ TSA	1/4/CUME
1. WASK-F	41/515
WAZY-F	41/641
3. WASK	31/509
4. WXUS-F	28/382

, $16.91 (Regional)
, $12.98 (Regional)
ABC-C, $16.00 (----)
Source, $17.00 (Masla)

NEW BEDFORD-FALL RIVER, MA

Market # 189/Pop: 474,800
APR 18.4

12+ METRO	1/4/SHARE	SPG 81	A/M 80
1. WHJY-F	68/9.1	3.8	4.1
2. WBSM	65/8.7	6.7	11.0
3. WLKW-F	57/7.7	7.1	6.5
4. WSAR	39/5.2	3.3	4.7
5. WMYS-F	38/5.1	6.1	6.8

WBSM, 1420, 5 KW/1 KW (DA-2), MOR
WSAR, 1480, 5 KW (DA-2), TALK/NEWS
WMYS-F, 98.1, 50 KW @ 589, CONTEMP

Revenue : NA
Income : NA

Diaries: 817
FM Share: 54.17%

12+ TSA	1/4/CUME
1. WHJY-F	68/800
2. WBSM	65/617
3. WLKW-F	57/648
4. WSAR	41/509
5. WMYS-F	38/468

WLKW, WHJY - See Providence

ABC-I, $21.00 (----)
CBS, $? ? * (MMR) Knight
ABC-E, $22.00 (Christal)

PALM SPRINGS, CA

Market # NA/Pop: 107,200 (12+)
APR 16.7

12+ METRO	1/4/SHARE	SPG 81	FAL 80
1. KVIM-F	27/14.4	---	---
2. KPSI-F	24/12.8	14.9	13.6
3. KDES	21/11.2	11.2	14.7
4. KDES-F	20/10.6	14.4	13.1
5. KWXY-F+	19/10.1	10.7	12.6

KDES, 920, 5 KW/1 KW (DA-2), AC
KDES-F, 104.7, 42 KW @ 540, BTFL MUS
KVIM-F, 93.7, 50 KW @ ? ?, SPANISH
KPSI-F, 101.1, 3 KW @ 300, ROCK
KWXY-F+, 98.5, 50 KW @ 500, BTFL MUS

Revenue : NA
Income : NA

Diaries: 327
FM Share: 60.65%

12+ CUME	
1. KPSI-F	335
2. KDES	276
3. KDES-F	237
4. KWXY-F+	204
5. KVIM-F	169

ABC-C, $20.25 (Mc-Guild)
, $20.25 (Mc-Guild)
, $ 8.25 (----)
ABC-F, $? ? * (Christal)
, $11.50 (Potter)

PLATTSBURGH, NY

Market # NA?Pop: 64,400 (12+)
APR 17.5

12+ METRO	1/4/SHARE	SPG 81
1. WIRY	29/25.4	25.2
2. WGFB-F	19/16.7	10.7
3. WKDR	16/14.0	15.5
4. WLFE-F	10/ 8.8	8.7

Revenue : NA
Income : NA

Diaries: 368
FM Share: 46.15%

12+ TSA	1/4/CUME
1. WLFE-F	67/405
2. WQCR-F	51/697
3. WGFB-F	47/727
4. WKDR	41/409

CONTINUED ON FOLLOWING PAGE

PLATTSBURGH, NY (Con't)

WIRY, 1340, 1 KW/250 W, ? ?	MBS,	$12.50	(Masla)	
WKDR, 1070, 5 KW (DAYS), COUNTRY	ABC-E,	$14.25	(PRO)	
WGFB-F, 99.9, 10 KW @ 780, AOR	,	$10.00	(----)	
WLFE-F, 102.3, 3 KW @ 215, COUNTRY	,	$ 8.75	(Lotus)	
WQCR-F, 98.9, 50 KW @ 310, ROCK	,	$18.25	(PRO)	(BURLINGTON)

SANTA BARBARA, CA

Market # 125/Pop: 311,100	Revenue : $4,469,991	Diaries: 410
APR 13.1	Income : $ 51,098	FM Share: 63.31%

12+ METRO	1/4/SHARE	SPG 81	FAL 80
1. KRUZ-F	23/12.2	11.8	11.0
2. KDB-F	21/11.1	8.2	11.4
KTYD-F	21/11.1	7.2	5.0
4. KIST	15/ 7.9	9.7	7.8
5. KTMS-F	14/ 7.4	8.7	4.6

12+ CUME	
1. KIST	355
2. KTMS	305
3. KRUZ-F	296
4. KTMS-F	285
5. KTYD-F	275

KIST, 1340, 1 KW/250 W, MOR	,	$19.50	(Mc-Guild)	
KTMS, 1250, 1 KW (DA-1), MOR	NBC,	$12.00	(Howard)	
KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS (FM-100)	,	$31.00	(----)	Schuele
KDB-F, 93.7, 13 KW @ 870, BTFL/CLASS	,	$25.50	(HNW)	
KTYD-F, 99.9, 34 KW @ 550, ROCK	,	$22.00	(Selcom)	
KTMS-F, 97.3, 18 KW @ 2900, AOR	Source,	$15.50	(Howard)	

SANTA ROSA, CA

Market # 128/Pop: 305,900	Revenue : $2,233,224	Diaries: 382
APR 16.5	Income : $ 35,556	FM Share: 29.69%

12+ METRO	1/4/SHARE	SPG 81	FAL 80	SPG 80
1. KGO	45/10.3	9.1	10.1	11.4
2. KNEW	35/ 8.0	8.4	8.5	6.1
3. KZST-F	33/ 7.6	6.5	6.2	3.8

12+ CUME		
1. KFRC	704	
2. KGO	674	Other Stations - See
3. KCBS	574	San Francisco

KZST-F, 100.1, 3 KW @ 240, BTFL MUS (Bonne)	,	$20.00	(Selcom)

WENATCHEE, WA

Market # NA/Pop: 57,300 (12+)	Revenue : $1,349,025	Diaries: 302
APR 16.2	Income : $ -36,939	FM Share: 26.74%

12+ METRO	1/4/SHARE	SPG 81	O/N 80
1. KPQ	26/27.7	28.3	36.5
2. KUEN	21/223	19.6	12.2
3. KPQ-F	12/12.8	18.5	13.5
KWWW	12/12.8	13.0	21.6
5. KYJR-F	11/11.7	1.1	---

12+ TSA	1/4/CUME
1. KPQ	35/572
KPQ-F	35/394
3. KUEN	21/164
4. KYJR-F	13/122
5. KWWW	12/214

KPQ, 560, 5 KW (DA-N), AC	ABC-I,	$? ? *	(Howard)
KUEN, 900, 1 KW (DAYS), COUNTRY	MBS,	$ 9.00	(Dahlsten)
KWWW, 1340, 1 KW/250 W, ROCK	RKO,	$ 9.50	(PRO)
KPQ-F, 102.1, 35 KW @ 7000, BTFL MUS	,	$? ? *	(Howard)
KYJR-F, 104.9, 105 W @ 1330, ROCK	,	$ 9.00	(----)

* not calculable

MEDIASTAT NON-MONTHLY REPORTS

BARSTOW, CA (Summer 81, 6A-7P)

1. KIOT	29.7	1310, 5 KW (DAYS,DA), MOR	, $10.00	(----)	
2. KFI	16.2	SEE LOS ANGELES			
3. KRXV-F+	9.9	98.1, 11 KW @ 2333, MOR	ABC-I, $18.00	(Savalli)	

FORT MORGAN, CO (Summer 81, 6A-7P, M-Sat)

1. KLS	22.8	SEE DENVER			
2. KFTM	21.9	1400, 1 KW, COUNTRY	, $ 6.75	(McGuire)	

LA JUNTA, CO (Summer 81, 6A-7P, M-Sun)

1. KAVI-F+	16.3	95.9, 2.6 KW @ 150, MOR	, $ 6.50	(McGuire)	
2. KBZZ	13.8	1400, 1 KW/250 W, MOR	MBS, $ 7.50	(Mountain)	
3. KILO-F	12.3	SEE COLORADO SPRINGS			

DOVER, DE (Fall 81, 6A-7P, M-Sun)

1. WDSD-F	15.9	94.7, 50 KW @ 400, COUNTRY	MBS, $10.00	(Masla)	Rau
2. WSTW-F	12.8	SEE WILMINGTON, DE			
3. WDOV	12.3	1410, 5 KW (DA-N), AC	, $12.29	(Masla)	Rau

CALHOUN, GA (Summer 81, 6A-7P, M-F)

1. WSKZ-F	15.9	SEE CHATTANOOGA			
2. WDOD-F	13.3	SEE CHATTANOOGA			
3. WKLS-F	12.6	SEE ATLANTA			
4. WJTH	12.1	900, 1 KW, COUNTRY	, $5.00	(----)	

CARBONDALE, IL (Fall 81, 6A-7P, Mon-Sun)

1. WCIL-F	34.8	101.5, 50 KW @ 300, ROCK	ABC-C, $14.12	(----)	
2. WTAO-F	17.5	104.9, 3 KW @ 200, CONTEMP	, $14.00	(Howard)	
3. WINI	10.1	1420, 500 W, MOR	, $ 9.00	(----)	

OTTUMWA, IA (Fall 81, 6A-7P, M-Sun)

1. KBIZ	27.6	1240, 1 KW/250 W, MOR	CBS, $15.00	(Mc-Guild)	Post
2. KLEE-F	19.2	97.7, 3 KW @ 200, MOR	, $ 8.00	(Pates)	
3. WHO	13.2	SEE DES MOINES			

LAKE CHARLES, LA (Fall 81, 6A=7P, M-Sun)

1. KTQQ-F	25.1	100.9, 3 KW @ 300, COUNTRY	ABC-E, $ 8.25	(----)	
2. KYKZ-F	17.4	96.1, 100 KW @ 427, AC/COUNTRY	, $13.00	(Selcom)	
3. KLCL-F	11.3	99.5, 35 KW @ 400, BTFL MUS	, $ 9.90	(Torbet)	Perry

BANGOR, ME (Fall 81, 6A-7P, M-Sun)

1. WGUY-F+	19.5	100.9, 1 KW @ 484, ROCK	, $13.00	(Masla)	
2. WBGW-F	14.8	97.1, 5 KW @ 1228, AC	ABC-E, $19.00	(Torbet)	Hildreth
3. WACZ	14.1	620, 5 KW (DA-N), CONTEMP	, $23.00	(Savalli)	
4. WABI	13.9	910, 5 KW (DA-N), MOR	ABC-C, $14.63	(Torbet)	Hildreth
5. WPBC-F	12.6	92.9, 15 KW @ 781, BTFL MUS	, $21.00	(Groskin)	

JACKSON, MI (Fall 81, 6A-7P, M-Fri)

1. WJXQ-F	29.4	106.1, 50 KW @ 500, AOR	, $28.50	(Christal)	Patten
2. WIBM-F	13.7	94.1, 50 KW @ 342, ROCK	ABC-F, $13.50	(Torbet)	Booth
3. WJR	11.3	SEE DETROIT			
4. WKHM	7.1	970, 1 KW (DA-2), MOR	CBS, $12.90	(Christal)	Patten
5. WXCM	5.6	1450, 1 KW/250 W, COUNTRY	ABC-E, $13.50	(Torbet)	Booth

MUSKEGON, MI (Sum 81, 6A=7P, M-Fri)

1. WMUS-F+	27.3	106.9, 50 KW @ 285, COUNTRY	, $14.00	(Masla)	
2. WKBZ	19.2	850, 1 KW (DA-1), NOST (Toby Arnold)	, $11.50	(PRO)	Reams
3. WQWQ-F	17.1	105.5, 50 KW @ 375, BTFL MUSIC	, $15.00	(Masla)	

PETERBOROUGH, NH (Sum 81, 6A-7P, M-Fri)

1. WCOZ-F	18.5	SEE BOSTON		
2. WFMP-F	8.5	104.5, 50 KW @ 280, AC	, $12.00	(Kettell) (PITCHBURG)
3. WAAF-F,	6.9	SEE BOSTON		

ELMIRA, NY (Fall 81, 6A-7P, M-F)

1. WLVY-F	18.2	94.3, 950 W @ 480, ROCK (TM)	, $ 8.00	(Savalli)	
2. WQIX-F	15.2	100.9, 3 KW @ 245, COUNTRY	, $14.40	(Market 4)	
3. WENY	12.8	1230, 1 KW/250 W, MOR	NBC, $26.75	(Mc-Guild)	Green
4. WLEZ-F	12.6	92.7, 700 W @ 560, BTFL MUS	, $26.75	(Mc-Guild)	Green

ITHACA, NY (Fall 81, 6A-7P, M-Sun)

1. WTKO	20.2	1470, 5 KW/500 W (DA-N), AC	ABC-I, $12.00	(----)	
2. WVBR-F	17.5	93.5, 3 KW @ 250, AOR	, $13.00	(Market 4)	
3. WHCU-F	14.1	97.3, 52 KW @ 370, VARIETY	CBS, $15.00	(Lotus)	Cornell
4. WNOZ-F	11.1	99.9, 20 KW @ 730, ROCK	, $ 9.00	(Market 4)	

GOLDSBORO, NC (Summer 81, 6A=7P, M-F)

1. WRAL-F	23.8	SEE RALEIGH		
2. WFMC	19.4	730, 1 KW (DAYS), COUNTRY	, $6.50	(Carolina)
3. WGBR	16.8	1150, 5 KW/1 KW (DA-2), AC	, $7.50	(T-N)
4. WOKN-F	10.0	102.3, 3 KW @ 275, BLACK	, $7.00	(Howard)

WOOSTER, OH (Summer 81, 6A-7P, M-Sun)

1. WMMS-F	18.5	SEE CLEVELAND		
2. WGCL-F	14.4	SEE CLEVELAND		
3. WNCO-F	12.1	101.3, 50 KW @ 388, COUNTRY	, $15.00	(PRO)
4. WWST	8.2	960, 1 KW (DAYS), AC	, $ 9.00	(Regional)

ALVA-ENID,OK (Summer 81, 6A-7P, M-F)

1. KXLS-F	31.6	99.7, 100 KW @ 835, CONTEMP	, $16.00	(----)
2. KNID-F	10.5	96.9, 100 KW @ 550, COUNTRY	, $10.00	(Savalli)
3. KGWA	7.5	960, 1 KW (DA-1), AC	CBS, $19.00	

SALEM, OR (Fall 81, 6A-7P, Mon-F)

1. KGON-F	11.5	SEE PORTLAND				
2. KSKD-F	9.0	105.1, 100 KW @ 785, ROCK		$20.50	(Howard)	
3. KGAY	7.5	1430, 5 KW (DAYS), COUNTRY	ABC-I	$16.25	(PRO)	
4. KUPL-F	6.6	SEE PORTLAND				

PARIS, TN (Sum 81, 6A-7P, M-F)

1. WMUF	28.1	1000, 500 W (DAYS,DA), COUNTRY	NBC	$5.50	(Beaver)	
2. WTPR-F	25.6	105.5, 3 KW @ 200, COUNTRY		$5.50	(Midsouth)	
3. WKTA-F	17.4	106.9, 100 KW @ 500, COUNTRY	MBS	$8.00		

UNION CITY, TN (Sum 81, 6A-7P, M-F)

1. WENK	63.0	1240, 1 KW/250 W, CONTEMP	RKO	$6.60	(Midsouth)	
2. WALR-F	17.9	104.9, 3 KW @ 363, CONTEMP	ABC-I	$5.00	(Midsouth)	

SAN ANGELO, TX (Fall 81, 6A-7P, M-Sun)

1. KIXY-F	29.5	94.7, 39 KW @ 140, ROCK	MBS	$11.85	(Selcom)	Abaris
2. KBIL-F	16.2	92.9, 100 KW @ 726, AC	MBS	$14.90	(Miller)	
3. KGKL	12.2	960, 5 KW/1 KW (DA-N), ROCK	ABC-C	$ 9.50	(Torbet)	

SEYMOUR, TX (Fall 81, 6A-7P, M-F)

1. KVRP-F	37.3	95.5, 100 KW @ 529, COUNTRY		$ 7.25	(PRO)	
2. KSEY	8.3	1230, 1 KW/250 W, COUNTRY	MBS	$ 5.00	(----)	
3. WEAN-F	8.0	105.1, 100 KW @ 808, COUNTRY	MBS	$20.25	(Selcom)	(ABILENE)

BRATTLEBORO, VT/KEENE, NH (Fall 81, 6A-7P, Mon-Sun)

1. WKNE	15.1	1290, 5 KW (DA-N), AC	ABC-E	$11.75	(Savalli)	
2. KTSA	12.8	1450, 1 KW/250 W, CONTEMP		$13.00	(NE Spot)	
3. WNBX-F	11.7	103.7, 42 KW @ 550, ROCK		$ 9.00	(Savalli)	
4. WMMJ-F	9.2	96.7, 3 KW @ 169, BTFL MUS	NBC	$13.00	(NE Spot)	

MIDDLEBURY, VT (Sum 81, 6A-7P, Mon-Sun)

1. WCVM-F	22.1	100.9, 3 KW @ -146, ROCK		$10.00	(Kadetsky)	
2. WSYB	15.2	1380, 5 KW/1 KW (DA-N), ROCK	NBC	$10.75	(Torbet)	Green
3. WHWB-F	10.4	98.1, 50 KW @ -295, COUNTRY		$ 8.00	(NE Spot)	

BLUEFIELD, VA (Fall 81, 6A-7P, M-F)

1. WHAJ-F	26.1	104.5, 100 KW @ 1197, ROCK		$14.00	(----)	Daily Telegraph
2. WHIS	10.1	1440, 5 KW/500 W, MOR	NBC	$12.00	(----)	Daily Telegraph
3. WBDY-F+	9.4	106.3, 3 KW @ 150, COUNTRY	MBS	$10.00	(PRO)	

HARRISONBURG, VA (Fall 81, 6A-7P, M-Sat)

1. WSVA	24.9	550, 5 KW/1 KW (DA-1), MOR		$12.00	(PRO)	Gilmore
2. WQPO-F	15.7	100.7, 7 KW @ 340, CONTEMP		$ 9.00	(PRO)	Gilmore
3. WKCY	13.4	1300, 5 KW (DAYS), COUNTRY	NBC	$12.00	(----)	

STAUTON, VA (Fall 81, 6A-7P, M-F)

1. WTON	26.9	1240, 1 KW/250 W, MOR	ABC-E, $7.50	(----)
2. WKDW	21.3	900, 1 KW (DAYS), COUNTRY	, $9.00	(----)
3. WSGM-F	11.0	93.5, 3 KW @ 352, ROCK	, $8.25	(----)

CLARKSBURG, WV (Sum 81, 6A-7P, Mon-Sun)

1. WPDX-F+	37.7	104.9, 2.4 KW @ 327, COUNTRY	, $ 8.50	(Masla)	Rau
2. WKKW-F	12.4	106.5, 50 KW @ 500, COUNTRY	, $ 9.25	(Savalli)	
3. WHAR	12.2	1340, 1 KW/250 W, CONTEMP	, $11.00	(PRO)	

GREENBRIAR VALLEY, WV (Sum 81, 6A-7P, Mon-Sun)

1. WRON	37.4	1400, 1 KW/250 W, COUNTRY	MBS, $5.00	(Dome)
2. WSLW	16.0	1310, 5 KW (DAYS), MOR	ABC-I, $5.25	(Regional)
3. WXLK-F	12.2	SEE ROANOKE		
4. WSLQ-F	10.2	SEE ROANOKE		

SHERIDAN, WY (Sum 81, 6A-7P, Mon-Sun)

1. KROE-F	39.5	94.9, 58 KW @ 243, ROCK (Century 21)	, $7.25	(Hix)
2. KWYO	33.5	1410, 5 KW/500 W, COUNTRY	ABC-I, $9.00	(Eastman)
3. KROE	18.1	930, 5 KW (DAYS), MOR	, $7.25	(McGuire)

BIRCH REPORTS

I am very pleased to be able to offer Birch report data in this and subsequent editions of American Radio. Tom Birch and his staff have obviously made great strides in establishing their product and I am delighted to include them.

For this issue I have used the metro share cume rating tables (Mon-Sun,6AM-MID, 12+). I have included only the top ten stations in each market. The Spring 1982 edition of American Radio will use Birch data in greater detail and will include a discussion on the Birch methodology.

ATLANTA BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WKLS-F	12.5	10.8	10.2	14.7	14.3	12.3
2. WZGC-F	15.1	12.1	9.4	11.2	12.8	11.5
3. WVEE-F	14.8	12.8	13.4	12.1	10.6	10.0
4. WSB	7.7	10.8	11.7	8.7	9.2	8.3
5. WQXI-F	9.8	10.2	8.7	7.5	6.7	7.6
6. WPCH-F	5.7	6.0	8.9	7.8	8.2	7.1
7. WKHX-F	4.2	4.6	3.0	4.3	5.5	6.4
8. WGST	4.5	4.0	4.1	4.8	4.0	5.5
9. WPLO	4.5	4.0	5.6	5.2	5.0	5.3
10. WLTA-F	4.0	5.8	6.5	5.3	4.3	4.7

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WZGC-F	28.3	27.5	25.2	27.3	27.9	24.0
2. WQXI-F	21.9	22.5	21.0	21.7	22.4	21.3
3. WSB	20.9	22.8	24.7	23.9	22.3	19.5
4. WKLS-F	20.7	20.6	21.3	23.6	23.3	19.3
5. WVEE-F	14.1	14.6	15.7	14.4	12.8	12.7
6. WKHX-F	8.8	9.3	7.5	8.3	10.3	12.4
7. WPCH-F	10.8	9.7	10.8	12.1	12.6	11.7
8. WGST	8.5	8.8	11.0	12.1	10.2	11.2
9. WPLO	11.1	10.4	12.1	12.3	11.0	10.0
10. WLTA-F	8.4	8.5	8.6	9.2	9.5	9.7

BALTIMORE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WBAL	10.8	9.3	8.4	10.4	11.2	13.6
2. WIYY-F	13.0	12.0	13.3	12.6	13.8	11.7
3. WXYV-F	4.7	7.0	6.9	7.8	7.7	8.7
4. WPOC	6.5	7.2	6.3	7.3	8.4	8.2
5. WBSB	6.0	6.4	6.4	6.2	7.0	7.2
6. WLIF-F	6.1	6.1	5.2	6.7	7.1	4.7
7. WCBM	4.4	5.0	4.4	4.5	4.0	3.5
8. WWDC-F	2.4	2.6	3.2	3.0	4.0	3.8
9. WFBR	4.1	4.1	3.8	4.2	3.1	3.4
10. WWIN	3.0	3.0	4.9	5.1	2.9	2.7

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WBAL	20.5	18.1	17.3	16.7	20.4	25.4
2. WIYY-F	19.6	17.1	18.5	16.3	17.8	18.0
3. WPOC	11.1	10.2	10.8	9.8	10.5	13.4
WBSB	13.7	12.5	11.2	10.6	12.4	13.4
5. WXYV-F	8.8	10.8	11.3	11.7	11.5	11.1
6. WLIF-F	11.2	7.9	9.7	10.7	11.1	10.2
7. WFBR	11.2	11.1	10.5	8.9	9.2	9.0
8. WCBM	8.8	7.5	9.3	8.8	8.1	8.2
9. WCAO	9.6	8.7	8.9	8.6	8.0	7.3
10. WWIN	6.0	6.7	8.0	8.4	6.8	6.1

BUFFALO BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	AUG	A/S	S/O	O/N	N/D	D/J
1. WGR	6.0	7.2	9.0	10.7	12.6	14.1
2. WBEN	8.6	10.3	12.9	11.8	11.9	12.1
3. WJYE-F	11.9	10.6	7.9	6.7	8.4	11.1
4. WKBW	9.8	9.2	7.6	7.4	9.6	9.5
5. WGRQ-F	17.0	14.4	12.9	13.4	12.4	9.2
6. WBLK-F	2.3	4.0	7.0	6.9	6.8	6.6
7. WBEN-F	11.5	10.5	7.5	7.3	7.8	6.2
8. WECK	4.1	5.3	5.6	6.0	6.0	5.6
9. WZIR-F	0.5	2.1	3.1	1.9	3.2	3.5
10. WPHD-F	4.8	4.6	4.2	2.8	2.5	3.0

12+ CUME RATING

	AUG	A/S	S/O	O/N	N/D	D/J
1. WGR	17.7	18.9	19.1	20.0	21.2	27.1
2. WBEN	23.8	24.0	24.8	23.6	22.6	24.1
3. WKBW	26.1	24.5	22.3	22.1	22.0	23.5
4. WGRQ-F	24.5	23.0	21.2	21.6	19.4	16.1
5. WJYE-F	16.1	16.9	16.1	13.8	13.7	14.9
6. WBEN-F	25.6	23.0	18.2	18.2	16.8	13.8
7. WPHD-F	11.7	12.3	10.9	9.0	8.8	10.4
8. WECK	7.4	9.4	9.7	7.8	7.0	7.3
9. WBLK-F	4.3	6.3	8.8	8.0	7.0	7.2
10. WEBR	0.0	1.8	6.6	6.7	3.6	6.6

CHARLOTTE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WSOC-F	12.0	15.6	15.0	12.7	15.5	17.4
2.	WBT	14.9	12.7	11.4	11.8	12.4	13.1
3.	WROQ-F	13.6	13.1	10.7	10.4	11.3	12.5
4.	WBCY-F	15.7	12.4	12.3	12.0	10.9	12.0
5.	WEZC-F	7.4	7.9	8.9	10.4	9.3	9.3
6.	WPEG-F	7.1	5.1	8.4	10.4	9.2	6.6
7.	WAYS	6.9	7.9	5.9	5.8	6.5	6.6
8.	WLVV-F	3.1	3.0	2.2	2.9	2.8	3.3
9.	WZXI-F	3.3	2.8	4.1	4.4	3.1	2.9
10.	WSOC	4.2	4.2	3.0	2.6	3.2	2.7

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WBT	32.0	29.8	26.9	29.4	25.8	28.3
2.	WBCY-F	23.4	25.0	24.1	24.0	21.1	22.9
3.	WSOC-F	20.2	23.7	24.1	23.5	19.1	22.7
4.	WROQ-F	20.4	24.3	21.0	19.0	17.8	20.8
5.	WAYS	16.9	21.4	22.9	22.8	17.8	18.7
6.	WEZC-F	12.6	11.8	12.5	14.6	12.1	12.6
7.	WPEG-F	9.5	8.1	11.7	14.8	11.6	11.5
8.	WSOC	11.6	9.5	8.1	8.7	7.0	7.2
9.	WGIV	7.1	6.8	8.8	10.3	7.0	6.4
10.	WLVV-F	3.9	5.1	4.5	6.0	5.6	6.0

CLEVELAND BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WMMS	11.7	12.3	14.9	15.9	11.5	11.1
2.	WERE	4.8	4.9	4.4	5.2	8.1	8.8
3.	WQAL	5.6	4.7	5.6	4.5	5.5	8.3
4.	WGCL	7.0	5.3	5.2	5.3	6.5	6.9
5.	WDOK	7.9	6.0	8.7	8.2	7.3	6.8
6.	WGAR	5.7	4.9	3.3	4.8	5.1	5.6
	WHK	6.9	7.6	5.7	5.8	6.9	5.6
8.	WLYT	6.7	8.0	6.8	5.5	4.8	5.2
9.	WDMT	5.4	5.6	4.9	3.9	4.6	5.1
10.	WZZP	4.9	5.9	6.8	7.6	8.4	4.9

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WMMS	21.1	20.5	19.7	19.8	18.1	18.5
2.	WLYT	14.0	14.3	15.0	14.2	13.6	14.4
3.	WGCL	16.9	16.5	17.4	17.8	14.8	14.0
4.	WERE	11.2	10.6	9.3	10.4	12.1	12.4
5.	WDOK	15.0	13.8	14.3	12.6	11.9	11.4
6.	WHK	13.4	14.1	13.6	14.1	13.2	10.5
7.	WZZP	10.9	11.5	12.1	13.7	12.6	10.3
8.	WWWM	11.7	11.8	12.4	14.4	11.7	9.8
9.	WGAR	12.4	11.2	10.9	12.6	10.4	9.7
10.	WQAL	11.6	9.5	9.0	8.2	7.6	9.4

CINCINNATI BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WEBN-F	17.5	19.5	19.2	17.0	12.7	13.9
2.	WKRQ-F	8.4	11.2	9.8	10.4	13.8	12.1
3.	WKRC	10.7	10.1	9.5	8.2	8.3	9.2
	WLW	8.8	7.5	7.5	5.0	8.6	9.2
5.	WWEZ-F	8.9	6.2	5.6	5.6	7.1	6.8
6.	WUBE-F	5.4	5.8	4.5	5.6	7.6	6.5
7.	WCKY	7.3	8.4	8.0	6.2	4.7	5.6
8.	WMLX	0.0	0.9	2.3	4.4	5.6	5.2
9.	WYYS-F	2.9	3.0	2.6	6.0	7.6	5.0
10.	WRRM-F	5.4	6.3	6.1	6.4	6.2	4.7

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WLW	24.9	24.8	24.2	19.9	21.2	22.7
2.	WKRQ-F	23.3	23.5	22.9	24.3	22.7	21.3
3.	WEBN-F	24.4	23.7	23.7	23.5	20.4	20.4
4.	WKRC	21.7	19.7	19.0	19.9	18.6	17.5
5.	WWEZ-F	15.5	14.4	14.6	14.7	11.6	10.8
6.	WCKY	15.1	15.2	13.0	10.8	9.9	10.4
7.	WYYS-F	10.4	14.4	14.6	14.7	11.6	10.8
8.	WUBE-F	11.0	10.8	10.1	10.0	10.7	9.8
9.	WRRM-F	10.9	11.1	10.4	11.2	10.6	9.6
10.	WMLX	0.0	2.8	4.5	7.3	7.3	7.2

GREEN BAY BIRCH REPORT

APR 81 - JAN 81

12+ METRO SHARE

	APR	JUL	OCT	JAN
1. WGEE	20.2	17.3	19.7	22.8
2. WIXX-F	19.9	21.5	19.9	21.4
3. WDUZ-F	11.7	9.0	10.5	15.0
4. WNFL	10.4	11.6	13.4	11.2
5. WDUZ	9.4	8.0	9.1	9.1
6. WAPL-F	12.7	12.2	12.7	8.5

12+ CUME RATING

	APR	JUL	OCT	JAN
1. WIXX-F	41.2	40.9	42.4	39.3
2. WGEE	32.8	33.2	33.2	36.0
3. WDUZ	27.2	22.2	25.5	34.6
4. WNFL	29.9	24.9	32.4	29.7
5. WDUZ-F	23.6	20.3	21.3	23.6
6. WAPL-F	18.6	21.1	21.1	17.6

HARTFORD BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WTIC	21.9	25.3	24.1	23.0	23.5	24.8
2. WRCH-F	5.6	6.9	8.2	8.1	7.8	7.4
3. WHCN-F	7.6	9.0	8.3	6.7	6.0	6.6
4. WKSS-F	4.7	4.2	5.0	6.1	7.7	6.4
5. WCCC-F	6.3	7.0	6.4	5.5	5.0	6.0
6. WTIC-F	6.1	3.2	3.6	5.1	4.9	5.1
7. WIOF-F	5.0	6.3	4.3	4.4	3.7	4.3
8. WPOP	4.2	3.8	4.7	4.4	3.8	4.1
9. WWYZ-F	4.2	3.7	3.7	4.4	3.9	3.5
10. WDRC	4.8	4.9	3.7	3.0	3.9	3.6

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WTIC	45.7	43.7	41.5	43.8	45.6	45.7
2. WCCC-F	16.9	18.7	17.9	16.3	14.7	13.6
3. WHCN-F	16.0	17.2	16.8	15.4	13.6	13.0
4. WPOP	14.2	15.0	14.3	13.0	12.4	11.9
5. WRCH-F	12.4	12.6	13.0	13.9	12.4	10.7
6. WKSS-F	10.4	9.1	9.9	10.7	11.7	10.4
7. WTIC-F	14.3	13.5	14.5	15.8	13.5	9.8
8. WDRC	14.7	13.5	12.1	11.1	11.1	9.3
9. WDRC-F	12.3	11.4	11.5	11.6	11.3	8.5
10. WWYZ-F	8.0	8.1	7.8	8.0	7.8	8.0

INDIANAPOLIS BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WIBC	17.5	17.6	19.6	18.2	16.7	16.0
2. WFBQ-F	17.0	14.9	14.6	15.2	12.4	12.1
3. WTLC-F	8.2	10.7	3.8	4.1	10.4	10.2
4. WIRE	7.6	7.1	7.9	7.8	8.9	9.0
5. WXTZ-F	7.9	7.8	10.3	10.3	9.5	8.9
6. WNAP-F	10.9	6.6	8.6	8.4	7.4	8.5
7. WENS-F	4.2	7.8	8.7	8.9	6.0	7.7
8. WFMS-F	6.1	6.5	6.6	7.0	7.8	7.2
9. WIKS-F	6.6	5.7	4.3	5.1	6.2	5.7
10. WIFE	1.8	3.2	2.9	2.2	2.0	2.3

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WIBC	28.5	28.5	30.1	28.8	28.4	29.3
2. WFBQ-F	24.0	22.1	22.8	22.4	21.5	21.2
3. WNAP-F	24.6	22.7	24.4	23.9	22.1	19.8
4. WIKS-F	20.0	18.5	17.2	19.0	21.2	18.7
5. WIRE	15.6	15.0	16.0	16.8	18.2	17.1
6. WXTZ-F	16.2	16.5	18.4	16.5	15.0	16.0
7. WFMS-F	13.3	14.5	13.8	12.5	14.4	14.9
8. WENS-F	7.2	11.7	15.3	15.6	13.6	14.8
9. WTLC-F	10.0	10.9	6.6	7.4	10.9	10.3
10. WNDE	8.4	8.2	6.9	6.2	6.2	6.6

JACKSONVILLE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WFYV-F	17.3	17.9	14.1	13.5	18.6	15.9
2.	WQIK-F	8.3	8.0	9.7	8.4	10.3	12.8
3.	WAIV-F	5.9	7.6	8.4	11.9	13.5	12.7
4.	WIVY-F	11.0	11.0	11.9	11.7	10.5	12.1
5.	WKTZ-F	9.9	8.7	9.0	8.8	8.0	8.7
6.	WJAX-F	6.1	7.6	6.7	6.7	7.3	5.5
7.	WPDQ	7.2	6.3	5.7	6.3	7.1	5.0
8.	WAPE	4.8	4.2	3.7	4.2	2.1	2.7
	WOKV	1.0	1.8	2.6	2.2	2.9	2.7
10.	WKTZ	2.6	3.1	2.1	0.9	0.6	1.9

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WIVY-F	25.3	26.6	26.9	27.7	23.3	19.8
2.	WAIV-F	14.0	14.6	16.0	19.6	20.1	19.3
	WQIK-F	20.3	20.0	19.7	18.1	16.9	19.3
4.	WFYV-F	20.9	21.7	19.9	19.7	20.3	16.9
5.	WKTZ-F	16.9	15.3	14.0	15.0	13.4	11.8
6.	WAPE	14.7	13.9	11.7	11.2	9.0	9.7
7.	WPDQ	15.3	12.7	10.8	11.3	9.7	9.1
8.	WJAX-F	12.2	12.6	10.7	9.7	8.7	8.8
9.	WOKV	4.2	5.5	6.8	5.2	5.9	5.4
10.	WERD	7.8	6.9	5.6	4.8	4.2	5.0

KANSAS CITY BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	KYYS	12.1	11.9	10.8	13.4	15.0	14.3
2.	WDAF	14.1	16.3	14.4	12.0	11.5	13.2
3.	KUDL	9.4	7.1	6.7	7.1	8.6	10.3
4.	KBEQ	11.5	9.8	8.4	7.7	8.4	8.0
5.	KMBR	5.8	5.9	6.2	6.2	6.6	7.7
6.	KJLA	1.8	0.9	1.5	3.4	5.6	6.9
7.	KCMO	4.9	4.7	5.6	7.4	8.0	6.0
8.	KMBZ	10.0	12.0	10.7	9.7	7.8	5.0
9.	KCKN-F	4.3	4.2	4.3	4.7	4.1	4.5
10.	KCEZ	2.8	3.2	5.0	6.1	5.0	4.4

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WDAF	27.0	25.3	23.4	21.7	21.9	22.7
2.	KYYS	25.4	21.0	19.4	22.8	22.5	20.4
3.	KBEQ	22.9	19.6	17.0	20.1	20.5	16.1
4.	KUDL	19.3	17.9	15.7	14.5	14.9	14.3
5.	WHB	20.2	20.3	18.8	17.3	15.9	14.1
6.	KCMO	14.9	13.6	13.8	16.9	16.6	12.9
7.	KMBR	14.1	13.2	11.9	11.6	11.1	11.5
8.	KMBZ	18.8	22.0	24.2	22.4	16.7	10.9
9.	KJLA	4.0	3.5	4.2	7.1	8.9	8.0
10.	KCEZ	9.3	10.1	10.1	10.2	9.1	7.4

KNOXVILLE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WIVK-F	26.2	24.8	23.1	24.3	26.0	26.0
2.	WEZK-F	13.0	11.3	11.3	9.5	10.6	14.9
3.	WMYU-F	7.8	9.2	10.8	9.0	6.6	6.1
4.	WIMZ-F	10.3	10.2	10.6	11.5	9.6	9.3
5.	WNOX	6.8	7.4	7.5	7.1	7.4	6.8
6.	WOKI-F	10.1	9.3	10.0	9.0	6.6	6.1
7.	WIVK	4.8	3.9	3.3	2.8	3.6	3.9
8.	WGAP	2.2	3.1	3.3	1.7	1.9	3.5
9.	WHEL	1.6	2.2	2.5	2.0	3.3	2.9
10.	WRJZ	2.5	3.1	3.9	3.5	3.0	2.1

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WIVK-F	38.2	33.2	29.5	30.8	32.6	33.0
2.	WMYU-F	18.1	19.4	19.3	22.8	20.5	20.1
3.	WEZK-F	18.4	15.8	14.4	13.8	14.2	18.1
4.	WNOX	23.5	21.0	18.2	17.2	17.4	16.1
5.	WIMZ-F	17.5	16.5	13.5	14.3	12.7	13.3
6.	WOKI-F	20.3	18.5	16.0	15.3	13.2	13.0
7.	WGAP	5.9	7.2	8.0	5.8	6.0	8.3
8.	WRJZ	15.4	13.3	10.4	10.5	9.0	6.1
9.	WIVK	12.2	8.9	6.3	6.0	5.8	5.6
10.	WHEL	5.8	5.7	4.2	3.7	5.6	5.5

LOUISVILLE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WVEZ-F	9.5	7.8	5.4	7.2	10.0	10.1
2.	WHAS	8.3	8.3	8.7	9.4	11.9	9.6
	WQMF-F	11.9	13.5	11.5	11.3	11.8	9.6
4.	WRKA-F	7.1	9.8	10.2	10.4	10.9	9.1
5.	WAMZ-F	9.8	8.4	7.9	9.6	9.6	8.7
6.	WCII	7.9	9.0	9.6	8.1	7.4	7.5
7.	WKJJ-F	7.7	6.2	6.2	5.1	5.2	7.1
8.	WLOU	5.9	9.3	11.3	8.5	5.4	7.0
9.	WLRS-F	7.0	5.2	4.3	6.4	8.2	6.6
10.	WAVG	6.5	5.9	7.3	7.2	7.1	6.1

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WHAS	21.6	22.2	22.5	24.4	27.0	25.3
2.	WQMF-F	20.3	20.7	20.6	18.8	19.6	19.4
3.	WKJJ-F	18.8	17.6	17.7	17.7	17.0	18.9
4.	WLRS-F	17.1	17.7	17.8	19.4	19.6	17.7
5.	WAMZ-F	15.7	15.5	15.0	16.1	17.3	16.7
6.	WRKA-F	14.5	15.7	16.2	17.0	16.1	16.2
7.	WAVG	16.8	17.2	16.9	18.4	18.0	15.4
8.	WVEZ-F	14.7	12.3	11.5	13.4	15.1	14.8
9.	WCII	16.3	15.9	18.0	16.5	13.8	13.9
10.	WAKY	16.2	15.2	17.4	18.7	15.5	13.5

MEMPHIS BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WHRK	14.5	15.6	18.7	17.9	14.3	14.0
	WMC-F	12.4	12.0	11.4	11.6	13.8	14.0
3.	WZXR	15.5	10.9	12.3	15.7	13.5	12.2
4.	WMC	7.6	9.1	9.5	8.5	8.4	8.6
5.	WEZI	7.0	6.6	6.5	6.4	6.6	6.9
6.	WDIA	5.1	5.3	4.6	3.3	5.7	6.6
7.	WRVR	7.8	7.3	7.4	7.1	5.9	6.5
8.	WLVS	5.9	5.4	5.4	4.3	4.3	4.5
9.	WHBQ	2.7	4.8	5.8	5.9	5.6	4.4
10.	WMPS	6.0	5.3	4.5	6.1	5.5	4.3

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WMC-F	29.6	28.6	26.4	27.0	28.8	28.4
2.	WZXR	24.1	23.3	22.2	20.3	21.4	22.6
3.	WMC	18.4	19.7	21.4	19.6	18.4	20.2
4.	WDIA	14.0	15.4	16.8	16.3	15.6	18.3
5.	WHRK	17.2	19.5	21.5	20.4	17.2	18.1
6.	WRVR	19.1	20.3	18.2	15.2	15.7	18.0
7.	WEZI	17.2	15.8	13.3	12.9	13.1	14.8
8.	WLOK	12.2	12.5	14.4	15.9	14.7	14.5
9.	WHBQ	11.7	12.7	12.4	11.7	12.7	13.5
10.	WMPS	13.4	11.2	10.1	12.5	11.1	11.3

MIAMI/FT. LAUDERDALE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WHYI	9.6	9.7	8.8	10.5	9.3	8.2
2.	WINZ-F	8.7	7.8	6.7	7.5	8.4	7.7
3.	WQBA	4.9	5.0	4.3	6.7	6.4	6.5
4.	WSHE	6.0	5.9	7.8	8.1	7.2	6.3
5.	WNWS	4.4	3.5	5.0	5.2	6.0	6.2
6.	WWWL	3.4	3.1	5.5	5.0	5.1	5.5
7.	WLYF	3.4	2.7	3.2	2.8	4.4	5.2
8.	WCKO	3.9	4.2	3.0	3.6	4.0	4.7
9.	WEDR	3.9	3.9	2.9	3.9	4.0	3.8
10.	WAXY	4.2	4.0	3.0	3.6	4.0	4.7
	WIOD	2.5	2.7	2.0	1.5	2.4	3.6

12+ CUME RATING

		J/A	A/S	S/O	O/N	N/D	D/J
1.	WHYI	19.3	19.3	20.9	22.2	20.2	17.7
2.	WINZ-F	15.9	16.4	15.2	14.7	15.6	16.1
3.	WSHE	7.9	8.7	11.2	11.2	11.5	10.5
4.	WCKO	6.4	7.6	7.6	7.7	8.9	8.4
5.	WNWS	6.1	5.4	6.7	6.8	7.5	7.9
6.	WLYF	5.6	4.8	5.1	5.8	7.2	7.8
	WINZ	7.6	6.4	6.0	5.4	5.7	7.8
8.	WAXY	8.6	8.2	7.9	9.0	7.5	7.2
9.	WIOD	5.0	4.6	6.3	5.2	5.0	6.7
10.	WQBA	8.4	9.2	7.6	8.6	7.3	6.6

MILWAUKEE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WTMJ	8.0	9.7	11.8	11.5	10.6	11.5
2. WBCS-F	8.3	11.6	11.7	10.6	10.8	9.3
3. WEZW-F	11.2	9.9	7.6	9.6	11.0	8.4
WISN	7.6	7.4	8.4	7.7	7.1	8.4
5. WQFM-F	6.4	5.2	7.9	8.6	7.8	8.2
6. WLPX-F	7.0	5.9	5.5	5.4	5.5	7.0
7. WZUU-F	5.1	5.3	4.3	4.2	5.3	5.5
8. WKII-F	3.5	4.1	3.8	4.0	5.3	4.3
9. WFMR-F	3.5	3.4	4.4	4.5	3.8	3.5
10. WLUM-F	4.1	4.8	2.7	4.5	4.7	3.3

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WTMJ	26.0	26.4	28.2	28.6	24.7	26.7
2. WISN	24.0	26.7	29.2	26.2	20.5	22.7
3. WLPX-F	21.4	20.0	20.9	23.6	19.4	18.1
4. WBCS-F	20.0	21.4	20.0	20.4	18.9	17.9
5. WQFM-F	17.5	16.8	17.5	20.4	17.8	16.4
6. WZUU-F	17.7	17.2	17.7	19.2	16.7	15.8
7. WKII-F	14.6	16.7	15.4	15.3	13.5	12.5
8. WEZW-F	21.2	19.1	16.8	16.7	14.2	12.4
9. WOKY	15.6	14.1	14.4	15.4	14.2	11.2
10. WRKR-F	10.1	10.1	9.2	8.9	7.5	7.8

NASHVILLE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WKDF-F	20.0	20.4	19.9	19.9	17.2	13.9
2. WZEZ-F	6.5	6.5	9.5	10.4	10.6	12.1
3. WWKX	8.6	8.9	8.1	9.2	10.1	10.5
4. WVOL	10.8	11.3	10.6	9.1	10.6	9.2
5. WSIX-F	5.8	6.4	6.2	5.4	6.5	7.3
6. WLAC	4.5	5.6	6.2	6.7	7.1	6.5
7. WSM-F	5.7	6.3	5.7	5.6	5.5	6.1
8. WSM	8.1	6.1	6.9	5.4	5.2	5.2
9. WSIX	0.0	0.0	0.0	2.0	2.8	3.4
10. WKOS-F	2.3	2.8	1.8	1.8	2.3	2.9

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WWKX	20.6	21.3	24.0	24.7	22.5	24.4
2. WKDF-F	24.1	25.0	26.6	26.8	22.5	20.1
3. WSM	18.8	20.0	21.3	19.0	17.9	19.7
4. WZEZ-F	13.2	12.5	13.9	15.8	17.4	17.0
5. WSM-F	11.1	12.1	13.0	12.1	12.4	14.7
6. WLAC	10.1	13.7	15.7	13.6	12.7	13.4
7. WSIX-F	13.1	16.7	14.7	12.2	12.2	13.1
8. WSIX	0.0	0.0	0.0	8.9	10.0	12.0
9. WVOL	12.2	13.3	12.6	11.8	11.0	10.4
10. WKOS-F	7.6	9.0	9.1	8.3	6.3	8.3

NEW ORLEANS BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WAIL-F	9.9	12.8	9.4	12.3	13.8	11.6
2. WEZB-F	11.7	11.6	12.4	11.6	11.1	11.5
3. WRNO-F	7.6	9.2	9.3	9.2	7.5	7.6
4. WNOE-F	8.4	7.1	6.7	6.4	5.3	7.1
5. WQUE-F	5.5	5.5	6.1	5.6	5.7	5.8
6. WAJY-F	5.9	5.9	3.6	4.1	4.3	5.7
7. WYLD-F	6.8	5.9	4.1	6.0	7.0	5.6
8. WBYU-F	5.0	4.3	6.2	6.1	6.3	5.5
9. WWL	4.1	3.2	4.3	5.7	5.5	5.4
10. WGSO	6.0	7.0	6.6	5.9	4.8	5.3

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WEZB-F	24.0	22.6	23.1	24.6	23.4	23.7
2. WAIL-F	13.8	14.6	14.8	18.0	18.9	17.8
3. WRNO-F	15.1	14.9	13.4	12.6	11.9	11.1
4. WQUE-F	14.7	11.6	12.5	13.6	13.1	14.1
5. WWL	9.3	9.7	11.6	12.6	12.2	13.9
6. WGSO	11.5	12.9	12.3	11.8	13.4	13.3
7. WBYU-F	10.5	10.9	11.2	10.6	10.5	11.6
8. WTIX	15.6	14.9	13.4	12.6	11.9	11.1
9. WNOE-F	12.8	10.4	10.5	11.7	9.5	10.9
10. WYLD-F	8.1	7.4	7.5	11.2	12.7	10.3

NORFOLK BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WMYK-F	13.9	12.6	13.9	12.6	12.3	13.4
2. WCMS-F	12.5	10.7	8.5	12.1	12.6	11.3
3. WFOG-F	6.2	5.3	7.2	9.1	10.1	10.0
4. WLTY-F	0.0	2.7	6.4	7.9	8.8	9.9
5. WNOR-F	10.2	10.7	12.0	11.8	10.3	8.9
6. WOWI-F	6.7	7.0	7.1	7.6	6.3	5.6
7. WTAR	4.7	3.8	3.2	3.2	3.5	5.4
8. WRAP	5.2	5.4	5.4	4.7	5.2	4.5
9. WWDE-F	3.8	4.8	4.7	3.3	3.0	3.4
10. WNIS	2.0	2.3	1.9	2.6	2.7	3.3
WGH	6.0	5.1	4.3	3.6	3.4	3.3

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WMYK-F	29.0	28.7	27.7	26.7	27.4	26.1
2. WNOR-F	22.3	21.5	22.4	22.2	22.4	21.1
3. WFOG-F	11.3	12.0	14.2	16.1	18.7	18.4
4. WLTY-F	0.0	7.6	16.7	18.9	20.2	18.5
5. WCMS-F	21.3	21.3	20.6	21.9	19.4	17.8
6. WTAR	12.9	13.6	13.9	14.5	14.3	12.8
7. WRAP	12.9	13.6	13.9	14.5	14.3	12.8
8. WOWI-F	16.7	16.3	16.0	15.9	14.0	12.5
9. WGH	14.9	14.7	12.4	12.0	13.7	12.4
10. WQRK-F	14.9	13.2	12.4	11.3	10.8	9.4

OKLAHOMA CITY BIRCH REPORT

AUG 81 -JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. KEBC	13.8	11.1	12.0	13.4	14.4	12.6
2. KTOK	14.4	12.2	12.8	13.0	13.7	12.0
3. KATT-F	5.2	5.5	7.3	8.3	8.7	10.5
4. KOMA	10.0	8.5	11.4	10.9	8.0	9.8
5. KXXY	7.3	8.6	7.7	7.6	7.7	7.4
6. KOFM	8.5	10.0	7.6	7.1	6.4	6.9
7. KKNG	8.4	6.8	6.3	6.3	7.6	6.5
8. KKLR	5.3	6.5	4.9	4.8	4.9	5.5
9. WKY	3.5	2.9	3.5	4.3	4.6	4.4
10. KLTE	3.7	5.1	3.9	3.1	3.6	4.2

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. KEBC	21.8	21.5	21.6	23.4	22.4	22.4
2. KOMA	19.8	20.8	20.8	21.0	19.0	22.0
3. KTOK	20.4	21.1	21.4	22.7	23.4	21.4
4. KOFM	17.7	20.6	19.5	20.6	20.2	20.0
5. KATT-F	13.3	14.6	15.6	18.6	18.8	19.6
6. KXXY	15.4	16.1	18.0	19.2	18.1	16.6
7. KKNG	13.8	14.2	14.2	12.6	13.8	14.7
WKY	11.9	12.4	14.2	17.3	16.5	14.7
9. KLNK-F	8.2	9.9	10.3	11.8	11.3	11.8
10. KLTE	9.6	10.5	9.6	9.0	9.8	11.4

ORLANDO BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WDIZ	14.1	16.9	18.2	13.8	14.2	16.3
2. WDBO-F	12.7	13.3	13.7	13.7	10.8	12.0
3. WBJW	10.9	11.0	8.8	10.0	10.6	11.2
4. WHOO-F	0.0	6.3	7.1	7.7	8.2	8.7
5. WDBO	5.3	6.6	6.5	4.3	5.7	7.9
6. WHOO	12.9	8.6	7.8	10.6	10.4	7.6
7. WHLY	7.5	7.2	7.3	8.4	6.7	6.5
8. WKIS	4.9	4.3	5.8	6.1	4.7	4.6
9. WJYO	4.1	3.9	3.1	5.7	6.2	4.2
10. WLOQ	1.6	2.8	3.7	4.8	4.1	3.5
WORL	7.5	7.7	3.7	1.9	4.3	3.5

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WDIZ	15.1	15.6	16.9	15.7	17.2	17.7
2. WDBO-F	15.1	15.9	17.7	16.4	16.3	16.7
3. WBJW	15.5	15.4	14.5	14.4	16.2	16.0
4. WDBO	9.3	12.1	11.8	7.2	10.0	13.4
5. WHOO-F	0.0	8.1	8.3	10.2	12.1	11.1
6. WHLY	11.1	12.0	12.5	10.8	10.0	10.0
WHOO	14.7	13.4	13.3	12.8	12.4	10.0
8. WKIS	8.4	7.2	7.9	7.5	8.3	8.4
9. WJYO	5.6	5.4	4.5	4.7	5.6	5.7
10. WLOF	2.7	3.2	3.8	3.2	4.0	4.6

PHOENIX BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	AUG	A/S	S/O	O/N	N/D	D/J
1. KNIX-F	12.1	10.5	9.1	10.8	11.3	10.6
2. KDKB-F	8.3	9.6	10.5	9.3	9.9	9.8
3. KTAR	7.0	6.6	6.4	6.8	7.1	8.5
4. KZZP-F	9.0	7.5	7.6	8.8	6.6	6.7
5. KQYT-F	5.4	5.4	6.1	5.1	5.1	6.5
6. KUPD-F	5.7	6.2	5.2	4.4	6.1	5.8
7. KOY	5.3	7.4	8.0	7.2	5.5	5.6
8. KMEO-F	5.1	4.7	4.9	5.7	5.7	5.5
9. KUKQ	4.5	3.5	3.3	5.0	5.9	5.4
10. KOOL-F	2.2	3.4	3.9	3.5	4.3	4.3

12+ CUME RATING

	AUG	A/S	S/O	O/N	N/D	D/J
1. KNIX-F	23.1	20.9	16.7	15.9	16.4	18.1
2. KDKB-F	15.7	17.3	17.9	15.0	15.4	17.8
3. KZZP-F	16.4	15.5	14.0	12.3	11.1	14.4
4. KTAR	16.5	14.9	13.6	14.4	14.4	13.7
5. KOY	13.6	14.5	14.7	14.1	13.-	12.9
6. KUPD-F	13.8	14.6	13.9	11.8	12.0	12.1
7. KQYT-F	12.0	10.9	9.4	10.1	10.4	10.9
8. KMEO-F	9.9	10.1	9.4	9.7	10.1	9.4
9. KOPA-F	14.3	15.0	13.5	9.2	6.8	8.8
10. KOOL-F	9.4	9.5	8.4	7.6	7.2	7.3

PITTSBURGH BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. KDKA	19.6	18.4	20.9	19.2	24.7	25.9
2.WDVE-F	8.7	8.7	7.3	6.4	8.2	9.4
3. WAMO-F	9.4	7.9	7.1	8.1	8.0	8.1
4. WTAE	7.0	9.0	8.3	6.9	8.5	6.6
5. WJAS	6.6	8.4	7.7	8.4	7.1	5.3
6. WBZZ-F	3.3	2.7	3.1	6.1	6.0	5.0
7. WXKX-F	2.1	3.3	5.4	5.4	3.5	3.8
8. WSHH-F	5.1	4.8	4.1	5.2	5.1	4.5
9. KQV	6.1	6.3	4.8	4.2	3.8	4.4
10. WWSW-F	3.7	4.0	3.2	2.0	3.6	3.8
WYDD-F	2.1	3.3	5.4	5.4	3.5	3.8

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. KDKA	36.1	37.9	39.5	35.8	38.1	43.3
2. WDVE-F	14.4	16.3	15.7	15.3	15.5	15.0
3. WTAE	14.4	14.8	15.2	15.3	14.9	13.1
4. WXKX-F	17.2	16.9	13.6	12.3	12.8	12.5
5. WAMO-F	10.2	10.4	10.4	10.5	9.7	10.1
6. WYDD-F	7.7	9.1	10.5	10.5	9.2	9.5
7. WBZZ-F	8.4	8.8	9.3	11.4	11.0	9.3
8. WSHH-F	9.3	10.5	10.3	9.9	10.3	9.0
9. WJAS	9.4	11.4	10.5	9.2	9.4	8.5
10. KQV	8.9	10.6	11.2	10.8	9.5	8.1

PORTLAND BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	AUG	A/S	S/O	O/N	N/D	D/J
1. KGON-F	13.5	13.9	17.9	17.4	16.8	18.6
2. KGW	8.5	8.6	6.7	5.5	7.0	8.5
3. KUPL-F	5.8	6.1	7.3	5.6	7.2	8.3
4. KEX	6.8	5.4	4.7	6.7	7.2	7.2
5. KINK	7.0	7.5	9.3	9.7	6.8	6.6
6. KWJJ	6.5	5.3	4.2	3.1	4.0	5.6
KXL-F	2.3	2.7	3.0	4.5	6.7	5.6
8. KYTE	4.0	4.6	4.8	4.9	6.0	4.8
9. KYXI	4.6	5.1	5.4	3.9	3.9	4.0
10. KCNR-F	4.3	4.5	4.9	4.8	3.8	3.8

12+ CUME RATING

	AUG	A/S	S/O	O/N	N/D	D/J
1. KGON-F	20.8	19.1	19.7	20.4	21.2	22.2
2. KGW	25.1	21.1	16.7	16.4	18.0	21.4
3. KEX	15.5	12.3	10.2	13.8	17.5	17.2
4. KUPL-F	11.3	9.9	10.3	9.3	12.1	13.3
5. KINK	14.4	13.5	13.2	13.2	11.6	11.3
6. KYXI	10.4	8.8	8.2	7.9	9.2	9.0
7. KWJJ	11.7	9.7	9.6	9.7	8.6	8.6
8. KLLB-F	14.9	13.0	9.5	7.6	7.8	8.4
9. KCNR-F	10.1	9.5	9.5	10.6	9.5	8.2
10. KYTE	8.7	8.1	7.7	7.1	7.7	7.6

RICHMOND BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WRVA	15.5	17.3	17.3	18.5	18.9	22.9
2. WRVQ	13.0	12.8	14.4	15.8	16.2	14.0
3. WRXL	13.3	13.2	13.0	11.8	10.5	11.6
4. WPLZ	6.7	8.6	9.6	8.6	8.1	8.0
5. WEZS	6.2	7.7	6.4	4.1	6.0	7.5
6. WLEE	4.7	5.1	5.3	4.3	4.7	4.1
WRNL	6.3	7.5	8.2	7.9	5.8	4.1
8. WRFK	1.5	2.3	2.4	3.5	4.1	3.7
9. WANT	6.8	5.3	5.1	4.7	4.3	3.3
10. WXGI	2.0	1.8	1.9	1.9	2.1	2.7

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WRVA	31.8	32.4	35.8	36.9	38.0	39.1
2. WRVQ	32.7	33.1	32.3	33.1	34.2	28.4
3. WRXL	21.3	20.1	20.4	19.9	18.9	17.9
4. WLEE	16.5	14.1	16.2	16.4	14.5	12.8
5. WPLZ	11.4	11.3	12.8	13.0	11.7	11.6
6. WEZS	11.9	11.6	11.2	11.2	11.8	11.4
7. WRNL	14.7	16.0	15.4	15.3	14.2	11.0
8. WANT	11.2	10.7	10.8	11.2	10.7	8.4
9. WTVR-F	6.3	5.3	5.7	7.2	6.1	6.3
10. WRFK	3.7	4.3	3.9	4.3	6.1	6.1

ROCHESTER BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WEZO	14.9	14.9	15.3	14.0	14.2	13.2
2. WMJQ	11.0	10.4	9.7	10.0	10.5	11.3
3. WCMF	10.4	11.2	11.7	11.9	11.3	9.5
4. WNYR	5.7	6.3	4.5	6.0	7.5	7.4
5. WHAM	8.4	7.6	7.7	9.2	9.6	7.1
6. WDKX	5.4	5.1	6.2	5.2	3.4	6.2
WVOR	7.9	8.3	4.9	5.3	5.6	6.2
8. WPXY	4.3	4.7	4.3	3.5	5.1	5.8
9. WPXN	2.5	3.6	7.3	7.0	4.2	5.7
10. WHFM	5.7	6.5	4.8	3.5	3.8	4.6

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WMJQ	20.6	21.8	23.1	23.2	20.8	20.9
2. WCMF	19.5	20.2	21.5	21.1	20.5	19.7
3. WEZO	21.0	20.2	21.5	19.5	18.5	18.8
4. WHAM	18.7	17.8	20.7	20.1	18.8	17.6
5. WBBF	12.8	12.9	14.1	15.0	12.4	11.5
6. WVOR	15.0	14.7	11.8	12.2	10.9	10.6
7. WHFM	13.0	14.9	13.1	11.3	10.2	9.9
8. WNYR	9.8	10.8	8.6	8.8	10.4	9.5
9. WPXY	11.8	13.3	10.6	9.8	8.9	8.9
10. WDKX	6.8	6.1	6.9	6.6	4.7	6.5

SAN ANTONIO BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. KISS-F	11.7	13.6	13.8	13.0	12.2	14.0
2. KTFM-F	10.6	12.2	12.7	10.5	10.9	12.5
3. KTSA	12.7	11.9	11.4	9.0	8.8	8.2
KITY-F	7.2	7.8	7.3	6.6	7.1	8.2
5. KKYX	6.6	4.6	5.4	7.2	7.1	6.5
6. KQXT-F	9.6	7.8	7.4	7.9	6.8	5.8
7. KONO	5.7	6.7	5.4	5.5	5.2	5.6
8. KBUC	3.2	5.8	6.7	4.9	4.5	5.2
9. KCOR	2.9	2.8	1.5	3.2	4.5	5.1
10. WOAI	6.4	6.2	5.0	4.9	4.3	4.2

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. KTFM-F	16.8	15.9	17.6	18.4	17.2	15.8
2. KTSA	22.6	20.2	19.6	20.5	19.0	14.2
3. KISS-F	13.5	13.2	13.7	14.9	14.3	13.8
4. KITY-F	13.0	13.1	11.3	12.0	11.6	10.9
5. WOAI	12.6	12.3	12.1	11.0	9.6	10.0
6. KKYX	11.0	9.1	10.5	11.8	9.8	7.7
7. KAJA-F	0.0	4.8	6.5	10.3	9.6	7.2
KBUC	6.0	9.2	9.1	6.2	6.6	7.2
9. KQXT-F	9.9	9.6	12.2	12.9	9.9	6.9
10. KONO	9.1	8.6	8.5	8.9	7.2	6.3

SYRACUSE BIRCH REPORT

AUG 80 - JAN 81

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WSYR	10.9	10.6	12.1	14.8	15.9	18.4
2. WSYR-F	16.1	19.3	15.0	13.6	16.6	16.8
3. WHEN	10.2	13.0	11.9	11.9	10.5	9.7
4. WFBL	9.8	7.4	6.6	7.1	6.9	8.0
5. WKFM-F	3.0	3.3	4.6	4.9	3.9	4.4
6. WNDR	4.0	4.1	3.4	3.2	3.9	4.0
7. WAQX-F	4.9	4.5	5.2	4.9	2.5	3.7
8. WEZG-F	3.5	3.5	3.4	1.9	2.5	3.2
WNTQ-F	3.1	2.5	2.6	2.5	3.5	3.2
10. WSEN-F	4.2	5.3	5.6	4.6	4.2	3.1

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WSYR	28.2	25.5	25.8	28.6	30.0	32.6
2. WSYR-F	27.7	28.3	26.3	24.9	26.2	27.6
3. WHEN	24.1	25.9	24.6	24.2	24.1	24.0
4. WAQX-F	15.7	16.3	17.0	14.9	13.1	14.6
5. WFBL	15.6	13.5	12.2	11.2	12.4	13.6
6. WNDR	10.6	11.8	9.7	9.1	10.5	10.7
7. WKFM-F	6.9	6.8	7.7	9.0	9.5	10.3
8. WEZG-F	7.7	6.5	6.7	6.7	6.7	7.4
9. WOUR-F	5.1	4.1	4.4	4.7	4.9	7.0
10. WSEN-F	8.1	8.3	8.2	6.9	6.1	6.7

TAMPA/ST. PETE BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. WRBQ	12.5	12.9	13.2	13.4	15.8	12.9
2. WQYK	8.1	7.9	9.8	11.4	11.8	10.2
3. WWBA-F	5.9	7.3	9.3	9.8	10.0	9.0
4. WCKX-F	4.1	5.7	5.8	6.1	7.8	6.7
5. WJYW	6.7	5.7	4.0	4.4	5.6	6.5
6. WDAE	5.5	5.6	4.7	5.3	5.4	6.3
7. WQXM	8.9	8.3	6.5	6.4	6.5	6.1
8. WYNF	6.4	6.2	6.0	5.6	4.5	5.5
9. WFLA	4.0	3.7	4.5	4.4	4.7	5.2
10. WSUN	7.5	7.9	7.5	5.9	4.4	5.0

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. WRBQ	21.7	20.9	20.4	22.2	23.5	19.6
2. WQYK	12.5	11.9	12.7	13.9	14.3	14.4
3. WFLA	12.0	13.5	15.7	17.9	17.1	12.0
4. WCKX-F	12.8	14.5	14.1	15.9	16.3	11.8
WJYW	11.0	9.3	8.9	9.1	10.7	11.8
6. WSUN	13.7	13.7	14.5	13.5	12.0	11.6
WWBA-F	10.3	10.3	13.8	15.7	13.9	11.6
8. WQXM	18.3	16.9	15.0	15.9	14.2	10.5
9. WYNF	11.7	10.8	11.5	13.6	10.9	8.8
10. WDAE	11.8	12.6	10.6	10.4	10.0	8.6

TULSA BIRCH REPORT

AUG 81 - JAN 82

12+ METRO SHARE

	J/A	A/S	S/O	O/N	N/D	D/J
1. KMOD-F	15.7	17.1	15.9	13.7	16.3	17.0
2. KVOO	15.4	14.8	14.1	14.8	15.9	14.8
3. KRAV-F	14.2	16.0	14.1	13.7	11.6	12.9
4. KRMG	10.7	11.7	12.3	11.5	12.2	12.0
5. KWEN-F	9.3	10.5	9.8	12.1	12.0	11.1
6. KBEZ-F	7.8	9.2	8.8	7.6	7.5	7.6
7. KTFX-F	5.4	2.6	4.5	6.1	5.5	5.7
8. KCFO-F	3.4	2.7	3.9	3.5	2.9	3.8
9. KMOD	2.2	2.9	2.3	1.6	2.0	2.4
10. KELI	2.9	1.5	2.1	3.0	2.3	1.9

12+ CUME RATING

	J/A	A/S	S/O	O/N	N/D	D/J
1. KVOO	29.5	30.4	27.9	27.4	25.1	25.1
2. KRMG	27.0	28.7	24.5	24.1	23.0	23.1
3. KRAV-F	27.1	27.9	26.9	25.4	20.4	22.4
4. KMOD-F	24.0	24.6	22.1	21.1	20.0	20.0
5. KWEN-F	17.5	19.1	17.6	20.1	19.3	16.7
6. KBEZ-F	15.2	16.7	12.1	11.4	11.2	11.4
7. KTFX-F	12.1	13.9	11.9	9.1	9.6	10.1
8. KELI	10.7	10.2	9.3	9.1	6.8	7.4
9. KCFO-F	6.7	6.1	5.9	5.9	5.1	5.2
10. KMOD	6.7	6.4	5.9	5.2	4.0	4.5

WASHINGTON BIRCH REPORT

Sept 81 - JAN 82

12+ METRO SHARE

		SEP	S/O	O/N	N/D	D/J
1.	WKYS-F	10.2	8.7	8.6	10.9	12.4
2.	WMAL	9.0	9.1	8.6	9.2	10.0
3.	WWDC-F	9.8	8.6	7.1	7.5	8.5
4.	WHUR-F	7.5	6.6	5.2	6.4	7.9
5.	WGAY-F	3.7	5.0	6.2	8.1	7.2
6.	WRQX-F	5.4	6.1	7.0	6.8	6.5
7.	WPGC-F	3.3	4.4	4.9	5.7	5.4
8.	WJMD-F	2.1	3.4	4.5	4.1	4.4
9.	WAVA-F	4.1	4.9	4.6	3.0	3.2
	WMZQ-F	2.4	3.3	4.3	3.4	3.2

12+ CUME RATING

		SEP	S/O	O/N	N/D	D/J
1.	WWDC-F	16.6	17.2	16.9	16.1	18.3
2.	WMAL	18.0	19.0	18.9	17.8	18.1
3.	WRQX-F	17.0	18.4	19.2	16.4	16.3
4.	WKYS-F	17.4	16.5	14.1	13.3	15.3
5.	WHUR-F	11.2	11.4	10.4	10.7	13.1
6.	WPGC-F	9.6	12.9	14.1	11.5	11.4
7.	WGAY-F	8.6	10.1	11.5	11.7	11.1
8.	WTOP	9.0	8.4	7.8	6.9	9.0
9.	WAVA-F	10.5	10.8	10.4	8.6	8.9
10.	WASH-F	8.0	8.7	9.6	8.2	8.1